

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LI.

NEW YORK, JUNE 7, 1905.

No. 10.

## Forty-three Cities in Which The Star League Newspapers OF INDIANA

Have from **500** to Over **2,000** Daily Circulation.

*In many cases this is a larger circulation  
than the local publication.*

Anderson.....	2,037	Fairmount.....	803
Alexandria.....	1,266	Franklin.....	765
Brazil.....	1,010	Greencastle.....	504
Connersville.....	1,037	Linton.....	787
Elwood.....	1,808	Logansport.....	654
Greensburg.....	1,083	Lafayette.....	862
Greenfield.....	1,048	Marion.....	871
Hartford City.....	1,061	Montpelier.....	603
Kokomo.....	1,119	Martinsville.....	656
Lebanon.....	1,133	Marshall, Ill.....	604
Noblesville.....	1,067	Newcastle.....	905
Richmond.....	1,898	Peru.....	850
Rushville.....	1,192	Paris, Ill.....	850
Albany.....	546	Portland.....	822
Bedford.....	808	Shelbyville.....	964
Bloomington.....	601	Sullivan.....	812
Columbus.....	943	Seymour.....	622
Clinton.....	698	Tipton.....	525
Crawfordsville.....	716	Union City.....	622
Dunkirk.....	563	Winchester.....	828
Edinburg.....	528	Wabash.....	750
Frankfort.....	836		

**194 Towns and Cities with from 100 to 500 daily circulation.**

**A total of 1,100 Cities and Towns and 1,078 Rural Routes  
represented in THE STAR LEAGUE'S CIRCULATION.**

**Eastern Representative :**

**C. J. BILLSON,**

**Tribune Building, New York.**

**Western Representative :**

**JOHN GLASS,**

**Boyce Building, Chicago.**

## MEDICAL BRIEF ADVERTISERS

declare that its world-wide circulation—built on merit—makes it

**THE BEST BY ANY TEST TO  
REACH FAMILY DOCTORS . . .**

CABLE ADDRESS: "ANTIPHLOG." —

*The Denver Chemical Mfg. Co.*

(INCORPORATED IN 1889)

New York Office  
and Laboratory  
371 Eighth Street.

*Antiphlogistine*

London Office  
110, Cheapside, E. C.

*New York* Dec. 17 1904. 190

Medical Brief,  
St. Louis, Mo.

Gentlemen:

Among our very large list of advertising mediums there are a number that stand out pre-eminently. It gives us great pleasure to state that in this number not the least is the Medical Brief.

Wishing you the compliments of the season, we are,

Yours very truly,  
The Denver Chemical Mfg. Co.,

*Leavitt*

## THE MEDICAL BRIEF

is read monthly by more

**FAMILY DOCTORS  
THE WORLD OVER**

than any other medical journal extant.

## MEDICAL BRIEF ADVERTISERS

are the best witnesses of this  
and tell their own story . . .

**"Verdict of Advertisers," Sample copy and  
rates for the asking.**

### OFFICES:

9th and Olive Streets, St. Louis, Mo. Astor Court Building, New York.  
Auckland House, Basinghall Avenue, London, E. C., England.

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A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

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NEW YORK, JUNE 7, 1905.

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## FORTY YEARS AN ADVERTISING AGENT.

By Mr. George P. Rowell.

### TWENTY-THIRD PAPER.

Which were the principal newspapers in those days? In New York City the newsboy's cry was *Herald! Times! Tribune!* Each sold for four cents a copy. Mr. Dana had not yet assumed editorial charge of the *Sun*. In the evening there was the *Post*, William Cullen Bryant, editor, and the *Express*, Erastus Brooks, editor, and Ben Woods' evening *News*, that every poor man read. The edition of the weekly *Tribune* was very large. Sometimes every subscriber to it got a strawberry plant or a picture of Horace Greeley as a premium; and advertisers paid \$2 a line. In those days *Harper's Weekly* was of more importance, to an advertiser, than any other single paper, and, for a position on the last page, the cost was \$4 a line. *Harper's Bazaar* was for that time what *Vogue*, the *Delineator* and the *Ladies' Home Journal* consolidated would be for to-day. The *Clipper* was the theatrical and sporting paper. On Sundays the *Herald* and the *Mercury* had the field pretty much to themselves; the last named being a good deal of a yellow journal—not exactly a home paper where there were daughters in the family. Not every one knows that the *World*, when established, was intended to be a religious daily. That is the fact; but it could not be made to go. *Vanity Fair*, Artemus Ward's attempt at a comic or satirical paper, had poked fun at it in a paragraph that I recall. This was it: "Cheap Living: Buy the New York *World* and get board (bored) for only one cent."

*Vanity Fair* was dead in 1868 and had no successor. *Puck*, *Judge* and *Life* had not been born. The *Scientific American* was, perhaps, as important then as it is now. It was originally a sort of house organ for the patent agency of Munn & Co. Few papers have exerted an equal influence for good. How thankful we ought to be that the Post Office Department did not kill it. The *Iron Age* was without doubt the best example of a class journal. It may be that there are none any better in 1905. It, too, was a house organ in the beginning.

The *Albany Journal* and *Utica Herald* were important dailies of the interior of the State. The first named, Thurlow Weed's paper, had a great weekly circulation, not less, it was said, than thirty or forty thousand. The other, was then edited by a political friend or henchman of Roscoe Conklin, whose name is now familiar to everybody who has a United States silver certificate in his pocket, whereon he may read "Ellis H. Roberts, Treasurer of the United States." Mr. Roberts was a terror to advertising agents, for if they put an advertisement in his paper the rate would have to be met to the last penny, and, on that account, they also all had a wholesome respect for him.

In Rochester, beside the daily *Union and Advertiser*, there was published the *Rural New Yorker*, owned and edited by Daniel D. Tompkins Moore, who achieved a great success in his time. No other paper of its class, except the *American Agriculturist*, was so widely or so favorably known. Mr Moore was one day surprised by an offer of \$125,000 for a half interest in his paper, from Messrs. Pettengill & Bates, the advertising agents. He did not accept, but it

set him to thinking, and he thereupon moved his publication office to New York City, and made the mistake of his life. In Rochester he had been prominent—Mayor of the city and much beside. I remember with what pride he used sometimes to exhibit the handsome gold badge that had been presented him while he held the office of Mayor. In New York he was well received, but did not cut anywhere near so much ice as he had in the Flour City. I recall a men's reception that Mr. Moore gave, at his house in Fifth Avenue, at the northeast corner of Forty-first street, on which occasion there was speech making, and a dignitary from Rochester got into rather deep water by attempting a pun upon the name of Moore. What he had in mind to say was that the man gained by New York City had been lost to Rochester, but what he did finally succeed in saying was, first, that New York had gained more than Rochester had lost, and then that Rochester had lost more than New York had gained. Probably the second form about expressed the facts. Moore had been a great man in Rochester. Here there were many as great, and some greater. His income, princely for Rochester, was nothing particularly notable in New York. His expenses increased, while his capacity for work, and his consequent earnings, did not. Finally he failed, and died a very poor man. His paper passed into other and less skillful hands, and not very long ago the writer of this was given an opportunity to own it, out an' out, by merely assuming an obligation to a paper dealer that amounted to barely one-fifth of the sum that Pettengill & Co. had been willing to pay for a half interest. If it was bad luck for Moore that he had not accepted that offer, it was equally bad luck for the Pettengill people; for, after it had been declined, they proceeded to launch upon the sea of publicity, a weekly of their own, called *Hearth and Home*; and which before they got through with it had eaten into their resources to an amount little

if any short of \$300,000, of which sum, Mr. Bates, who owned but a third of the advertising agency, stood in for a full half; he having asserted and maintained a right to an equal interest in the newer enterprise.

*Hearth and Home* was finally acquired by Orange Judd, who had made a success of the *American Agriculturist*, and after ruining him, passed along to the Goodsell Brothers, who, as representatives of some Canadian capitalists, were printing in New York, an illustrated daily called the *Graphic*, of which the new purchase was to be a side issue, in the way of a weekly edition. Somehow the Canadians seemed to get cold feet very soon after acquiring the new property, and it, with its daily side partner, eventually passed out of existence. *Hearth and Home* was a good paper. I never could understand why it did not succeed. It was conducted on a liberal plan by men who were experts in advertising, and by others who were successful as publishers; but it proved a veritable old man of the sea to everyone who ever attempted to carry it on his shoulders.

His publishing experience was a sad one for Bates, but in after life, when he had recouped his losses and had the consciousness of a competence put aside, that would keep the wolf from his door forever and ever, and even longer; he used to like to tell of his experience in transferring his burden to the shoulders of the unfortunate Mr. Judd; who was then in the heyday of his prosperity, with his *American Agriculturist*. Mr. Judd was not at his office the day Bates determined to do business with him. He was at a rural summer resort somewhere in Connecticut and to that place Bates proceeded, but Mr. Judd was not at the hotel; he had gone a fishing, at a pond a mile away; and to that pond proceeded Mr. Bates, and there, in a boat, near a bridge, anchored in water six feet deep, the great agriculturist was engaged in catching perch, chubs and now and then a bull-head, and passing

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**WITH THIS LIST  
ADVERTISING  
IS MADE  
A PROFITABLE  
INVESTMENT—  
NOT  
AN EXPENSE.**

¶ Thrifty advertisers investing money in newspaper publicity always aim to use papers having earned the reputation for producing profitable returns.

¶ The following thrifty home evening newspapers, published in Indianapolis, Minneapolis, Baltimore, Washington and Montreal, are used safely, and with that confident feeling that the money spent is an unflinching investment—not a problematical expense.

**The  
Indianapolis  
News**

**The  
Minneapolis  
Journal**

**The  
Montreal  
Star**

**The  
Baltimore  
News**

**The  
Washington  
Star**

**Special Representatives:**

**DAN A. CARROLL,**  
Tribune Building,  
NEW YORK.

**W. Y. PERRY,**  
Tribune Building,  
CHICAGO.

the hour with much contemplative satisfaction. Bates climbed out of the wagon and sat down on the overhanging planks of the bridge, within twenty feet of the Waltonian, and awaited recognition, which was not delayed. "What are you here for?" asked Judd. "I came here to sell *Hearth and Home* to you," responded Bates without circumlocution. There was a short pause while the boatman's boy removed a chub from the hook and rebaited it with a portion of a clam. The sportsman inspected the lure with approval, spat on it as is the custom with fresh-water fishermen in New England, and dropping it over the side of the boat, looked again at the man on the bridge; and, removing his straw hat, using it for a fan, he said "You have found that it takes something more than money to make a newspaper!" And then, tapping his forehead a little to the left of the space over his left eye, added sententiously, "It takes brains!" Bates did not contest the point. Whatever it required he had become conscious that he possessed it not. He had sought that bridge with the purpose of unloading his burden on Mr. Judd, and when he arose from the planks on which he had sat, he had succeeded; had freed himself from a nightmare, and the fisherman had secured something that eventually proved to him about as fatal as would probably have been the result could he then and there have hooked and hauled into his boat the veritable sea serpent.

In Buffalo there was no better paper than the *Commercial*; in Cleveland the *Herald* was first, the *Leader* second and *Plain Dealer* third, it having failed to sustain its circulation after the impetus gained as the medium through which the early literary efforts of Artemus Ward went out to the world.

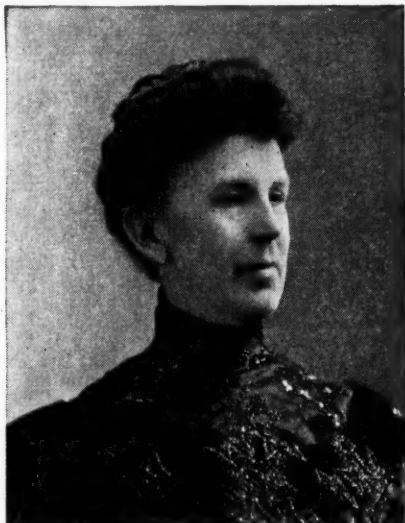
In Detroit the best paper was the *Tribune*, in Chicago too it was the *Tribune* that stood first, although the *Times* was a close second, and, in the mere matter of copies sold, very likely stood num-

ber one. Under Wilbur F. Story, the Chicago *Times* was the equal of any yellow journal in existence to-day. It had as many interesting qualities as may be found in the *New York Journal* and *Town Topics* combined. I recall a charming woman at the West, the mother of a growing family, who never failed to have the Chicago *Times* at hand, but at whose breakfast table, in after years, I missed the Sunday edition. "I thought you always had the *Times*," I said. "Yes," answered she with a shrug of the shoulders, "I thought it very amusing for a long time, but when it got around to dishing up the doings of my own daughters it did not seem so funny as it used to, and I don't take it any more." West of Buffalo the paper was everywhere. Among other things, it was noted for the scare heads of its news columns; a good specimen of which I recall, introducing an account of the hanging of a man who had given evidence, before the day of execution, that he had repented his evil life, and felt assured that, like the dying thief, he would find rest and forgiveness. "Jerked to Jesus" was the caption of the story.

In St. Paul Mr. Driscoll's paper, the *Pioneer* had first place and also control of the Minneapolis field. Minneapolis did not count for much just then. In Milwaukee the *Evening Wisconsin* and *Morning Sentinel* were then, as now, both good papers. In Omaha the *Republican* was not of much account, but there was nothing better there. In St. Louis, as has been said, the *Republican Democrat* and the *Democratic Republican* were about the whole thing; although that still conspicuous American citizen, Mr. Stilson Hutchins, owned and controlled a paper called the *Times*, and was said to have as much influence with the police department as Boss Butler has ever exercised in recent years. Mr. Hutchins has been prominent at the National capital in recent years. He is reported to have asserted that twice in his life he has made a fool of himself in connection with

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## A Brilliant Western Woman



Mrs. Ella Hamilton Durley, one of the principal owners of the Chicago **DAILY REVIEW**, who has been interviewing Eastern advertisers and presenting the merits of the **DAILY REVIEW**.

Easily one of the two or three most successful newspaper women of the United States, Mrs. Ella Hamilton Durley, whose portrait is given above, is the peer of the most versatile in the variety of her capacities for newspaper work of a high order. Mrs. Durley, who is associated with her brother, John J. Hamilton, and others in the ownership and publication of the Chicago **Daily Review**, is a graceful and interesting writer, an expert in circulation management and an authority on advertising—a combination seldom found in the same person. She is a graduate of the State University of Iowa; has traveled and studied extensively in Europe; has been successively editor of the *Des Moines Mail and Times*, the *Northwestern Journal of Education*, the *Des Moines Daily* and *Sunday News* and the Chicago **Daily Review**; was the founder of the Des Moines Home for the Aged, the largest institution of the kind in Iowa; was a charter member and one of the first presidents of the Des Moines Women's Club, the strongest women's organization in the State; has been president of the Des Moines Women's Press Club and the Des Moines Federation of Women's Clubs, and has found time to dispense, at her beautiful Des Moines home, "The Seven Oaks," a hospitality at once genuine and elegant. Mrs. Durley's lectures on Margaret Fuller and on her travels have been very successful. She is a ready and convincing public speaker, and, as before intimated, a strong advertising solicitor.

The Chicago **Daily Review** promises to be the most successful of the four publications with which Mrs. Durley has been actively connected. It is the new national daily newspaper for American women and the American home, which has attracted such wide attention since its first issue appeared six months ago. It is notable for its exclusion from its reading and advertising columns of everything which may not be read aloud in the home circle, and also for its low price—one dollar a year, 75 cents for six months, 50 cents for three months. It is a small paper—only four pages—but into the four pages are packed all the important news of the day, a daily magazine article by a popular writer, and departments devoted to poetry, fiction, humor, science and invention, art, music, literature, geography and travel, sports and recreations, fashions, a column for children, etc. It is readable from beginning to end, and has been described by Rev. Chas. W. King, of Scranton, Pa., as "a daily edition of the *Literary Digest* and *Outlook* combined." The **Daily Review** already circulates largely in every State in the Union, and bids fair to equal the *Ladies' Home Journal* in circulation and importance as a national influence.

a newspaper; once when he sold the *Washington Post* and again when he bought the *Times* of the same city. The last named is said to be the only daily that Frank A. Munsey has been connected with that has ever earned him a profit. Mr. Hutchins successfully exploited the Mergenthaler typesetting machine, is very rich, and to some extent prominent in Washington society. "I see your wife's back from Paris," said a gentleman to him one day. "I knew you could see it a hell of a ways," replied Hutchins, "but I didn't think you could see it that far."

In Indianapolis the *Journal* was a pretty good paper, and the *Sentinel*, then as now, claimed more than it could seem to back up. Whoever had much to do, in those days, with the *Capital* of Indiana, was generally thankful when he had gotten through and could come away. How well I remember the Bates House; and recall a characteristic incident that illustrated or emphasized some of my own experiences there. A favorite son of Indiana, so the story ran, lay ill at the Bates House. Delirium tremens was what's the matter. An attached friend was in attendance—for before now Billy had done as much for the Colonel and would again. When the Doctor went away that night, he said to the watcher, "I think Billy is going to do well now. Do you sleep on the lounge there?" "Yes." "Well, if he wakes and complains of seeing things, give him one of these powders." Next morning when the Doctor came, the Colonel made his report. "Billy did first-rate until about five o'clock this morning when I was awakened by hearing him exclaim in an excited voice 'I see bugs on the wall!' I got up to give him the powder, but before doing so took a look at the place where his eyes seemed to be fastened, and bi-god I saw 'em too! and I took the first powder myself."

In Virginia the *Richmond Dispatch* was the paper, in South Carolina the *Charleston Courier*, in Georgia the *Savannah News*, in Alabama the *Mobile Register*, in Louisiana the *New Orleans Pica-*

*yune* and the *Times*. In Texas the *Galveston News* was the whole thing, as it and its twin, the *Dallas News*, have pretty nearly succeeded in being ever since. In Tennessee it was the *Memphis Avalanche*.

It has come about that old-fashioned personal journalism has lingered longer in Kentucky than anywhere else. What Mr. Greeley was to the *Tribune*, Mr. Bennett to the *Herald*, Thurlow Weed to the *Albany Journal*, Samuel Bowles to the *Springfield Republican*, Murat Halsted to the *Cincinnati Commercial* or Charles A. Dana to the *New York Sun*, that was George D. Prentiss to the old *Louisville Journal*; and that Henry Watterson has been and still is to the *Louisville Courier-Journal*. Henry to-day is the last living specimen, the last leaf on the tree, the last drop in the well, the very, very last rose of summer. When he is called hence no other representative of the old time personal journalism will survive.

It was in a little paper published by my firm, called the *Newspaper Reporter*—which by the way was so exact a prototype of *PRINTERS' INK* that if they were seen together now no one could, at a first glance, very readily tell them apart—that the young man acting as editor, asked my permission, one day, to write up and publish his opinion of the, to his mind, most promising young journalist then in America. He wished to prepare a historical sketch occupying several pages. Having permission to go ahead, he thereupon caused to be printed a first-rate account of Henry Watterson; the best and most complete that had then appeared. The little paper had a good many interested readers, and it came about that the article was largely copied, and we had occasion to know that the young blue grass editor appreciated and was pleased with it. Many years after I was one day introduced to Henry Watterson on the street in Louisville, at about three o'clock of the afternoon. When I left him it fell little short of being three in the morning, and if Mr. Waterson had been one-half

as full of appreciation of the original as I was of other things when we parted, I should say that when Lord Bacon asserted that reading made a full man, he was quite right as to the effect of that article in the *Newspaper Reporter* upon the rising journalist of the West. I cannot refrain from mentioning here that the young editor of the *Newspaper Reporter*, just referred to, is now the New York sanitary engineer, Mr. Charles F. Wingate, who, when he is unable to personally banish bad sanitary conditions, never fails to enlist public interest by writing letters to the newspapers on the subject. Mr. Watterson, like his predecessor Mr. Prentiss, has been very much before the American public and, without doubt, is a man of marked individuality and brilliant ability.

Col. Dick Bright, of Indianapolis, while in Washington at one time, looking after an appointment as Sergeant-at-Arms of the United States Senate; which, by the way, he secured; gave me an estimate of the comparative merit of different members of the Watterson family, that impressed me as having some probable foundation. "Henry and his father are both in Washington," said the Colonel, "for the old gentleman wants an appointment in the gift of the House of Representatives, and Henry means to help him get it. Henry and his father," continued the Colonel, "constitute a mutual admiration society of two. The old man thinks Henry is the greatest man that the Almighty ever created, and Henry thinks the old man is the best." Then after a moment's pause, the Colonel added for himself, "And I think Henry is nearer right than the old man."

After Mr. Prentiss of the *Louisville Journal* had died, Mr. W. N. Halderman, who had long controlled the *Courier*, the competing paper, succeeded in consolidating the two, it being, I think, the first instance of what is generally designated as the hyphenated journal; and the *Louisville Courier-Journal* became, and has remained, the most important and

most influential newspaper of Kentucky or, for that matter, of the Southern States. The Galveston and Dallas *News* combination, however, has made a great deal more money. Colonel Bilo, when he died a few years ago, left an estate of more than three million dollars.

In Cincinnati the leading papers were the *Commercial*, Murat Halsted, editor; the *Gazette*, controlled by the good Deacon Richard Smith, who had an alleged wicked partner with whom Mr. Dana of the New York *Sun* long had fun, persistently speaking of him as the piratical Kidd or Kydd. There was also the *Enquirer*, published by the father of the present John McLean, the *Dollar Weekly*, having a wide circulation, and published in connection with the daily *Times*. Mr. Halsted of the *Commercial* used to assert that every Ohio Democrat took the *Enquirer* and every Republican the *Gazette*, because they all knew what each would say; but that all Democrats, and all Republicans, took the *Commercial*, because they did not know what in hell it would say.

In California there were three papers of prime importance. The *Sacramento Union* stood first, because before the days of railroads it was twelve hours nearer the mines than San Francisco was. Next in importance came the *Morning Call* of San Francisco with the *Evening Bulletin* a close second. The *Chronicle* had not then been born, and the *Examiner* had not been thought of. Some people thought the *Alta Californian* an important paper but it was not—not very.

In Portland, Oregon, the *Oregonian*, the great paper of that region to-day, had already pre-empted the ground, under the management of Mr. Pittock, its founder; as modest, as persistent, as meek in appearance and as firm in insistence as any man in the newspaper world. In connection with this Mr. Pittock I would say a word of a younger brother of his who was born, flourished and died in Pittsburg, Penn., where he had failed as a newsdealer before

he was thirteen years old, had made a success of the *Sunday Leader* before he was eighteen, and finally established the daily *Leader*, in which enterprise, though it was successful, he was overweighted and died before he had much more than reached manhood's years. Under conditions and circumstances wholly favorable, I think, Johnny Pittock had in him the making of a great newspaper man. The most influential paper of Pittsburg at that time, as it is to-day, was the *Dispatch*, then presided over by an able man who had the misfortune to be conspicuous by the necessity or advisability of wearing a wooden nose. Not everybody liked Dan O'Neill, but no one thought it wise to take liberties with him. One day a review had been planned of a visiting regiment to arrive from Philadelphia. The Mayor would deliver a speech of welcome. It had been written out, set in type at the office of the *Dispatch*, and only awaited delivery, when a telegram, at the last moment, announced that, for good and sufficient reasons that are not now recalled, the regiment would not arrive. O'Neill and the Mayor talked the matter over at the city hall and the newspaper man spoke warmly of the excellence of His Honor's address and how the people would enjoy it. "But I make no address," said the Mayor. "The people will read it just the same," said the newspaper man, "it is in type and we'll print all right." "O'Neill," said the Mayor, "I wouldn't have that speech printed for a thousand dollars." "Now you are talking business," answered Dan.

Pittsburg is in many respects a remarkable town. It was in this neighborhood, that a boy telegraph operator, named Andrew Carnegie, learned how, and put his learning into operation, by acquiring a greater fortune than any other human being has ever tried to give away. I am told that within a circle of fifty miles from the Pittsburg city hall, there are more people to-day, (1905) than exist in any other circumference of one hundred miles diameter on

the continent, and, if existing plans of annexation are carried out, the city will soon rank third in population, standing below Chicago but above Philadelphia.

From a Pittsburg newsboy, I once learned a lesson worth being taught by that Chicago savant, who instructs in business building—by mail. It was on a sort of cross country road, running north toward Buffalo, and it did seem as though the hour of arrival would never, never come. "I've made a study of it," said the boy. "If you've got any high-priced things to sell you must take them around first; if you don't you won't sell 'em. I've tried it over and over, and I know what I'm talking about. After you have sold a passenger a copy of *Leslie's Weekly*, a pint of peanuts—and one apple—you might just as well keep away from that man."

It must not be neglected to state, that Mr. John W. Forney, used at this time to speak approvingly of "My two papers—both daily;" referring to the *National Intelligencer* of Washington and the *Press* of Philadelphia. There was also in Philadelphia the *Inquirer*, spelled with an I. Mr. Tony Drexel had bought the *Ledger* for his friend, George W. Childs, who changed it from a losing business into one paying a profit of a thousand dollars a day, so people said; by simply changing the price at which it was sold, that is increasing it from one cent to two cents. The *Ledger* was the one paper of Philadelphia while Mr. Childs lived, and is still, perhaps, the most effective want ad medium of the City of Brotherly Love.

The Baltimore *Sun* was, comparatively, a much more prominent paper in 1868 than it is in 1905. It, and the Philadelphia *Ledger*, and the New York *Herald*, composed the trio of prominent journals that would allow no commission to advertising agents. The *Sun* was the last one of the three to change front on the position taken on this point. It now has a New York special agent.

In Boston the *Journal* and *Herald* were most conspicuous papers,

and I would not forget to mention the Springfield, Mass., *Republican*, the Worcester *Spy*, the Providence, R. I., *Journal*, the Hartford *Courant* and the Brooklyn *Eagle*.

The religious papers, were then of vastly greater account than they are to-day; and prominent among them were, in New York, the *Observer*, the *Evangelist*, the *Examiner*, the *Christian Advocate*, and more assertive than any, and carrying more advertising, at a higher price, than all combined, was Mr. Henry C. Bowen's *Independent*. In Boston there were *Zion's Herald*, the *Watchman and Reflector*, and the *Congregationalist*. Mr. Hamilton W. Mabie's recent assertion that a Boston religious weekly, in its effort to keep up with the times, changed its name from the *Fireside Companion* to the *Christian Register*; is an impious misstatement. It was the *Register* in 1821—before there was such a thing as a hot air furnace in Boston. Of the magazines *Harper's* was the only one of very much account. That sort of publication was not then thought to be at all worth the consideration of advertisers. *Harper's* not only did not seek advertisements, but actually refused to take them. I ought not to forget, however, in connection with magazines, that Philadelphia was exceptional, for there were issued three of large circulation, that had been known since the youth of the oldest inhabitant. They were *Arthur's Home Magazine*, *Peterson's Magazine* and *Godey's Ladies' Book*. All of them are now dead but, *Godey's*, like King Charles II, was an "unconscionable long time dying."

Speaking of magazines reminds me finally of a Boston periodical, long published by Moses A. Dow. It was a weekly having a sort of an arabesque decorated heading that I am confident thousands of people remember, and was named the *Waverley Magazine*. It sold on newsstands for 10 cents a copy, charged a dollar a line for advertisements, was said to never pay any money for contributions, but to be filled with the effusions of ro-

mantic misses and young men, ambitious of literary fame, from the various schools and seminaries of the country. Mr. Dow was a very plain, quiet man. He got out his periodical as cheaply as he could, although always on paper of a good quality. He had been a compositor in a printing office, until he conceived the idea of the *Waverley*, and attracted little attention, until late in life he built a great hotel in Charlestown, where he lived, costing several hundred thousand dollars, and it thereupon transpired that he was and had long been the heaviest tax-payer in the City of Bunker Hill. The *Waverley Magazine* is still published, but its old heading has been modernized, and it is no longer a fortune builder.

Mr. George W. Childs, of Philadelphia, before he acquired the *Ledger*, had owned a somewhat famous paper called the *Home Weekly*. Advertisements in it costs 50 cents a line, paid for in advance—no commission to agents. The paper was sold to a man named Nunes, whom I afterwards met as United States Consul at Matanzas, Cuba, and when it ceased publication, one day, although still getting 50 cents a line for advertising, it transpired that the entire edition printed fell short of 2,500 copies.

PERHAPS you have a standard brand of goods that is worth every cent you get for it. Would it be fair to you to put it in competition with an inferior article? Now there you are in a nutshell. Business literature and the printing thereof is a marketable commodity, but has a value which cannot be fixed at any set market price. This value lies in the power of good printing to create the good impressions that bring business, and if you do not buy the class of printing which has this value your printing bills will always represent an expense, not an investment.—"Impressions," from *Minneapolis Tribune*.

## Where Can You Equal It?

Actual  
Average  
Circulation  
**152,062**

\$5 cents flat or less than 1/4 cent per line per 1,000 bona-fide paid circulation among thrifty German country people—no dead-weights, no waste. Contracts can be discontinued any time.

## Lincoln Freie Presse

LINCOLN, NEB.



## UNADVERTISED FOOD PRODUCTS.

*By Frank Leroy Blanchard.*

### MACARONI.

One of the foremost food articles advertised in the United States, not yet advertised widely under a trademark, is macaroni, the term covering also vermicelli, spaghetti and similar paste foods. A consideration of the importance of the macaroni industry, with the details of its manufacture and its value as a food, will indicate better than anything else the possibilities for systematized publicity.

There are 150 macaroni factories in this country enumerated by the census, together with several hundred small ones. New York City has seven large factories and fifty plants, with an output last year of 25,000,000 pounds. During the same period 18,000,000 pounds were imported. Yet so far as the advertising columns of newspapers and magazines are concerned this is an unknown commodity. The first pound of macaroni made in the United States was manufactured by Antoine Zerega, a Frenchman, in 1848. He came from Marseilles, France, to save the cost of shipment of his product, and his factory has grown into a great plant, now controlled by his two sons. The domestic product grew rather slowly into favor, as Americans who had acquired a taste for this food abroad preferred the imported variety. With the incoming of foreigners, however, the American industry began to attract attention.

Macaroni is made of flour and water—nothing else. No yeast, salt, butter or eggs are employed. Not all kinds of flour can be used, the best being made of the *durum* or hard wheat which, originally grown in Russia, is now raised here in large quantities. It brings a higher price than ordinary wheat, and our farmers are to-day anxious to raise it, after years of neglect. At present the demand is much greater than

the supply. Sixty different kinds of macaroni are made abroad, but only five in this country. These are vermicelli a little larger than ordinary thread in size, mezzani, spaghetti, alphabet and elbows. To these may be added fideos, a fine, hair-like variety, colored with saffron, which is exported to Cuba, Porto Rico and the West Indies, and glutoroni, a new variety recently placed on our market.

Macaroni manufacture is simple, but the quality depends on the care with which flour and water are combined and the manner in which the dough is kneaded. Both kneading and mixing are done by machinery. Every care is taken to keep the product free from contamination. In all large factories workmen are required to keep themselves and the rooms as clean as possible. Dust and dirt are carefully excluded, all water is filtered, and the flour is handled and sifted under sanitary conditions. The dough is forced by a hand or steam press through copper disks, in which are holes of the required size, and the damp strings are cut away and hung to dry in warm rooms, ventilated by fans. In a few days it is ready for packing. Good macaroni must be a rich yellow, without artificial coloring; translucent or almost transparent, and the sticks should permit considerable bending without snapping. It should also retain its firmness after boiling in water twenty minutes, and be free of pasty or flabby character when served.

The real value of macaroni as a food has only recently been appreciated by Americans. Properly cooked and served, it is pleasing to the palate and second only to meat in nutritive value. People who, for one reason or another, do not eat meat find it an excellent substitute. Its preparation is simple. The United States Agricultural Department issues a pamphlet containing dozens of recipes for macaroni cooking. No better demonstration of its food value can be desired than is offered by the Italians, men who can do the hardest manual labor,



who are tough, sinewy, active and capable of great endurance, yet who eat little or no meat and very little fish. Their staple is macaroni. Vegetables, cheese, olive oil and fruit are regarded as luxuries. Given the bread baked by Italian bakers, with a dish of macaroni, they ask odds of no one.

Macaroni is low in price and sold at a fair profit. It is a food for both rich and poor. The limit of its consumption seems almost without bound, properly exploited. Here, then, is a field awaiting the manufacturer who has the brains to perceive its possibilities and the capital to start a comprehensive well-planned advertising campaign. A macaroni campaign should instruct the public in the virtues of this product as a food for people in every walk of life. It should be conducted patiently and with intelligence, impressing upon readers the nutritive and muscle-building value of the commodity. Tables can be given showing how it compares with meat in cost and food value, and how it is valuable to young men training for athletic contests, to middle-aged persons who wish to reduce their meat bills, for either financial or physical reasons, to mothers and fathers who wish to give their children the most healthful and easily digested food. Consideration of the different varieties of macaroni should follow, the advertising giving methods for preparing each. The general public is at present wholly unacquainted with any definite brand, and the product is a virgin one for trademark purposes. At present the entire output is handled by jobbers, but so far as it is possible to learn no reason exists why the manufacturer should not deal direct with wholesalers or the retailers themselves. In advertising this food both newspapers and magazines should be used, as each have their special field. The newspaper ought to bring quick results because of its more frequent appearance, while the magazine has a pulling power that makes it especially effective

among the more prosperous classes.

It is quite probable that macaroni manufacturers, if approached in the right way by advertising men, who had studied their product thoroughly, would enter upon general advertising with a moderate appropriation, and with the success that must attend proper publicity this would soon grow into a great expenditure.

A COLLECTION of folders and booklets made for savings banks in many parts of the country by the Bankers' Publishing Company, Toledo, Ohio, shows that this concern has a systematic way of turning out forceful literature in its special field. Some of the productions have an indefinite "syndicate" appearance, and others present arguments that are a trifle too near the Sunday School lesson leaflet in their thrift morals—too smug. But in the main the matter is good, and the banks that use it ought to get returns.

A SERIES of mailing cards for promoting the instalment of gas ranges is used by the Peoria Gas & Electric Company, Peoria, Ill. Each is headed by a good, unhackneyed quotation on women, lending a genuine bit of sentiment, and is conspicuous for terse, sensible argument and neat typography.

## THE GREATEST GAIN IN CHICAGO.

In the month of April, 1905, display advertising in THE CHICAGO RECORD-HERALD showed a gain over 1904 of

**198 Columns and 169 Lines.**

By far the greatest gain shown by any Chicago morning paper. The Chicago Daily News said on January 20, 1905, following a detailed report of its own circulation:

"With the single exception of The Chicago Record-Herald, no other Chicago newspaper makes a complete detailed publication of the actual sales of all its editions.

Circulation of THE CHICAGO RECORD-HERALD for JANUARY, FEBRUARY, MARCH and APRIL, 1905:

**Daily Average, 148,928**  
**Sunday Average, 203,501**

Careful advertisers want facts not claims. They get the facts from THE RECORD-HERALD.

## OUTDOOR ADVERTISING IN CUBA.

Cuba is the billposters paradise. In that delightful island that we Americans know so little of—probably because it is so near to us—the people live out of doors most of the time, and the houses seem to have been constructed for the express purpose of having signs painted on them. The side and front walls nearly always present plane surfaces, and there are very few wall spaces—not excepting church walls—that cannot be obtained for a price. The Cubans, themselves, color their

—servants particularly—would be unable to comprehend. Nearly all of the marketing and a good deal of the shopping is done by servants in Cuba, and in the absence of show windows, which may be said not to exist outside of Habana, the pictorial signs are really the most effective. The other reason why pictures are preferred to lettered signs is a curious one. In Spanish times sign painting was a monopoly. The concession was awarded to the highest bidder, and no one could display a sign without permission of the holder of the concession, who in order to reimburse himself was



PARISH HOUSE OF A CHURCH, SANTA CLARA.

houses with all the hues of the rainbow, so that as one sails into Habana harbor the city, lighted by the first rays of the morning sun, presents as many brilliant color contrasts as an opal.

The merchants of Cuba usually paint representations of the principal articles they deal in on the fronts of their stores. There are two reasons for this. One is that about fifty per cent of the inhabitants of the island are unable to read or write and pictorial advertisements, that all can understand are, therefore, preferred to lettered advertisements that many

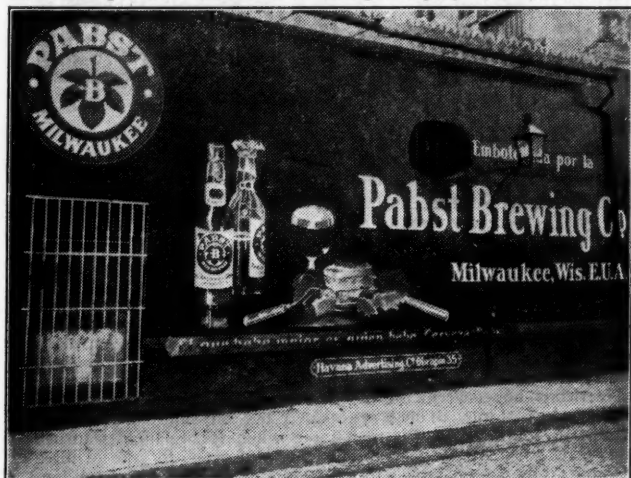
permitted to levy a tax of five cents per letter a year on all signs. There was no tax on pictures, however, hence the wily merchant instead of announcing in large letters the nature of his business, painted on the front of his store pictures of the principal articles dealt in. This concession, permitting a tax on signs, was still in force when the Spaniards turned the island over to the United States military authorities on January 1, 1899. The tax was not immediately abolished but the concession expired in June, 1900, and was not renewed. Since that

date signs in Cuba have been free from taxation. There are two firms of bill- concern is known as the Havana Advertising Company; offices at 35 Obrapia street, Habana. The



SIGNS ALONG ROUTES OF ELECTRIC CARS.

posters in Cuba, one composed of Americans, the other of Cubans. The boards of both concerns are listed and protected and the ad- members of the firm are W. B. Fair, A. W. Albright and T. F. Kennedy. The Havana Advertising Company owns 3,600 three-



A PABST BEER SIGN, HAVANA.

vertiser can rely on faithful service no matter which of the two he deals with. The American sheet boards, 1,800 eight-sheet boards and between 16,000 and 18,000 running feet of painted

bulletin boards. It controls also, under lease, about 200,000 square feet of wall space in Habana and other cities. The prices charged for service are for bill-posting; 16 cents per sheet per month, paper to be furnished by the advertiser. For painted bulletins 10 feet high by about 30 feet long the charge is 50 cents per running foot per month, including design, painting, etc. Painted three-sheet boards on yearly contract can be had for one dollar a month. This firm also acts as distributors of advertising matter. Last year it distributed nearly five million booklets and samples throughout the island. The prices for this work

Schlitz Beer, Angier Chemical Co., N. K. Fairbanks & Co., Castoria, and the Singer Manufacturing Co. In addition to its boards in Habana the company also controls space in Santiago, Cienfuegos and Matanzas.

Honore F. Laine and Miguel Morales are the members of the Cuban firm of billposters, doing business at 36 Obrapia street under the name of Laine & Morales. They employ nineteen men and have a good list of local and European customers, and some American customers as well including Scott & Bowne (Scott's Emulsion), Sapolio, Coca-Cola, Sheboygan Water (Wisconsin),



THE PRADO, HAVANA.

are subject to agreement. The Havana Advertising Company employs 24 men—Americans and Cubans. The Americans do all of the billposting and most of the lettering on painted signs, while the Cuban employees do most of the pictorial work and do it exceedingly well. Nearly all of the American advertisers who use billboards in Cuba are patrons of the Havana Advertising Company. Among them are the following: Mennen's Toilet Powder, Duffy's Malt Formula, Apollinaris, Lydia Pinkham, Borden's Condensed Milk, Cudahy Packing Co., Libby Packing Co., Swift & Co., Pabst Milwaukee Beer,

Lucas Paints (New York), and the business of the local agents of the Equitable Life, Mutual Life and Sun Life Insurance Company of Canada. The firm owns 500 three-sheet boards, 4,000 running feet of bulletin boards and controls 50,000 square feet of wall space. Its charges are 12 cents per month per sheet for paper and seven cents per square foot for painted signs. Three-sheet boards can be had for one dollar a month each on six months' contract.

Outside of the city of Habana there are no street cars. The Habana Electric Company operates 245 cars, each carrying twenty-four cards, 11 by 22

inches. The charge for car advertising is one cent per car per day. The advertiser can use from ten cars upwards.

The only other forms of outdoor advertising in Cuba are the illuminated stereoptican signs that operate at night opposite Habana's Central Park and along the Prado, the fashionable promenade. I think it is safe to say that this form of advertising is used only by local firms. The space is about fifteen feet square and the rate, I believe, about three dollars a month.

CHAS. L. BENJAMIN.

### NOTES.

AN exceptionally handsome clothes booklet for distribution to men comes from the David Adler & Sons Clothing Company, Milwaukee. Typography and color schemes are especially commendable.

A FOLDER from Clapham & Clapham, brokers in yachts, 150 Nassau street, New York, has a fine half-tone to attract attention, but does not enter fully enough into the service that is performed.

A SMALL pocket catalogue of electrical goods from the Rolfe Electrical Company, Rochester, N. Y., gives enough general technical information about electricity to cause every electrical man to preserve it.

THE latest catalogue of the Rogers silverware, from the Meriden Britannia Company, Meriden, Conn., is keyed in the soft French gray so popular in silver just now. A decidedly handsome piece of printing.

THE *Hammond Herald*, a new business periodical from the Hammond Typewriter Co., New York City, will appear regularly and cover typewriter and business topics. It is printed from etchings of typewritten copy, and has a unique appearance.

SOMEBODY got hold of the programme of the Oklahoma Press Association, evidently, while it was in a nebular condition, and wrote a lot of good ads in place of the business cards usually printed in such souvenirs. Consequently, the advertising looks as though it might do some good—an uncommon thing in a souvenir programme. From the press of the *New-Republican*, Hobart, Okla.

THE story of a tailor who opened shop with one Globe-Wernicke unit in which to keep his cloth from dust, and whose business grew to a point where he needed ten and then more, is cleverly told in verse in a booklet from the Globe-Wernicke Co., Cincinnati. Pictures show how the stack looked as each unit was added, and the brochure closes with some pictures of units in real tailor shops.

A 128-PAGE catalogue of Odd Fellow regalia, from Ward & Stilson, New London, Ohio, is admirably arranged, complete and contains some fine color pages showing costumes.

A RECENT folder from the Northern Trust Company, Chicago, tells what that company can do for persons intending to be absent from the city for an extended period. The service includes rent collections, care of property, disbursement of funds and similar functions.

A FOLDER used by Bendiner & Schlesinger, druggists, New York City, has the following logic about purchasing common chemicals in bulk. It is accompanied with a price list: "Fourteen-sixteenths of a pound for nothing. If you bought two ounces of sugar and the grocer gave you fourteen ounces for nothing—making up a full pound—you would buy all your sugar there. We haven't any sugar. But we have lots of Household Chemicals that you use pounds of in a year. If you don't, it is because you stint yourselves unnecessarily. You have the habit of buying five and ten cents' worth of the things listed here. You get on an average two ounces. Then after a while you get two ounces more—five or ten cents more. We sell you a full pound package for the two ounce price—and make you a present of fourteen ounces. You can't find much better economy. We do it because we have 7,536 square feet of floor space. And we want your trade."

With one exception

## THE STAR

has a larger circulation and publishes more general advertising than any other daily in Toronto—morning or evening.

SWORN DAILY  
AVERAGE, 40,000

It is a clean, home paper and furnishes its advertisers with a sworn statement of circulation every month.

Every advertiser in the STAR gets a square deal.

All foreign advertising should be sent direct to

THE STAR,  
TORONTO, CANADA.

## SOME RECOLLECTIONS OF A COUNTRY PUBLISHER.

HOW HE PROTECTED HIS LOCAL ADVERTISERS AGAINST RAIDS OF FLY-BY-NIGHT "GENERAL ADVERTISERS," AND HOW, WHEN CERTAIN LOCAL FIRMS COULD NOT SEE THEIR WAY CLEAR TO ADVERTISE WITH HIM, HE PROTECTED HIMSELF—A LIFE STUDY IN THE BUSINESS MANAGEMENT OF A COUNTRY PAPER.

The *Elmwood Tribune and Courier* was only a country weekly in a town of 1,500 people, but when I bought it my first act was to put into practice some ideas I had long had about cleanliness and honesty in advertising. If ethics are good for the magazine publisher who prints a million copies, they must be equally good for the man who doesn't always print 1,000. The *Tribune and Courier* had accumulated under its former owner a mass of medical advertising of the worst kind, some of which was just low-down copy of low-down, irresponsible firms, and some the low-down copy of advertisers of good standing. The former I swept away in a week, while much of the latter was also thrown out. In a few cases where the ads were objectionable only because of black typography or horrifying cuts, I wrote the advertisers and offered to run the business if permitted to set the ads in our office, throwing out the pictures. This afterwards became a rule with even the best class of medical advertising, and did much to preserve the attractive appearance of my paper.

The publisher in a small town is usually convinced that local merchants owe him something in the way of advertising patronage. That he owes local merchants something, however, is not always so clear in his mind. Elmwood, like every other country town, was continually being visited by cheap shows that took away money, and by traveling tinkers with every kind of advertising dodge. Some fine morning the advance agent of Old Doctor

Mundy's Everlasting Life Specific would visit Elmwood and call on the two druggists and the three general stores. By persuasive talk he'd induce them to stock up, playing one against the other and dwelling on the wide general advertising that was to be given this old-established remedy—which nobody had ever heard of before. Then, five minutes before train time, he'd come to the office of the *Tribune and Courier*, the only paper, to arrange for a little advertising—always a simple matter, this. His electrotype would be produced.

"What do you want to run this every week in full position for six months?"

"Fifty cents an inch," was always the reply. This was more than five times the rate made on my local retail advertising, and fully ten times what the advance agent expected to pay for a paper of our class. It was, in fact, a prohibitive rate, and meant to be severely so.

"O, come now, quit you're fooling and give me your real rate."

"That's the rate for *your* kind of business. We don't want it. Our retail merchants do business here year after year. They are entitled to protection from advertisers like you who make contracts for a few months. We not only protect our merchants, but we don't want your villainous black electrotypes in the paper at all. If the ad is accepted we reserve the right to reset it in our own office and leave out the cut."

In the course of a year this policy not only weeded out a lot of undesirable advertising, but helped the retailers to stand against many schemes. Theatrical combinations paid double the local retail rate for their three or four days' advertising. I accepted no free tickets, but paid my way when I wanted to be entertained. All legitimate general advertising of established commodities sold by our merchants got the same rate that they did—Ivory Soap. Rubifoam, Scott's Emulsion and the best proprietary remedies. In other words, I protected my retail advertisers, and most of them ap-

preciated the protection and made it profitable to me.

Not all, however. One of the general stores had advertised with me. It failed and was closed up. The other two had never advertised. One was a small concern of little importance, but the other was the competitor of the man who had gone broke. Its proprietor was an old-fashioned merchant who had no belief in advertising at all. When I called on him after his rival's failure he laughed wisely and said, "Well, Bill Smith was always advertising, and now see what's happened to him." No reasonable argument could bring him into the paper, so one day I took the up train and went to Springfield, thirty miles away, a city of 35,000 people. There I called on the advertising manager of the leading department store, showed him how close Elmwood was by railroad, explained the advertising situation, gave him a rate that he couldn't turn down, and came home with a year's contract for a large weekly ad. This space was immediately filled with a hot bargain announcement, full of prices, and at the bottom was printed the railroad time table and schedules of fares. Saturday was made an important day at that store, and the *Tribune and Courier* came out on Wednesday, putting the paper into the hands of both townspeople and the surrounding farm population in time to give it great effectiveness for the Saturday sales.

In two months trade began to fall off at our remaining general store. Men who came in to buy a pound of nails wore new clothes from Springfield. Women bought needles and thread there, but their hats and dresses came from up the road. At the end of three months the old conservative house of Neveradvertise & Co. saw the point and came around to take a space the same size as the Springfield store's with the condition that I write the copy every week. I shall never forget the first ad they ran. At my suggestion all the old shoes in the store—and there were literally hundreds of them—were rustled out, thrown

into a big packing case and put on sale at \$1.25 a pair for Saturday. In printing, the figure "1" pulled out of the forms, so that the price was twenty-five cents a pair. By ten o'clock a mob had gathered and the proprietor was trying to explain. He appealed to me and I told him to go ahead and sell at the price advertised. His shoes were gone by noon, and he did such a business that day as had never been done in Elmwood before. In six months the swing of advertising was acquired, and the competition from Springfield was not only stopped, but the shopping habit fixed upon our people. Soon the aggregate annual sales of that store ran up far beyond anything that had ever been known. Farmers came in on Saturdays from a wider territory, and Elmwood became a place on the map. I omitted to mention that when the contract with this store was made it was on condition that the Springfield establishment's contract should not be renewed. At the end of the year it stopped, and our own store took the space in addition to what was being used.

This radical move not only converted the largest merchant in town to the use of advertising, but set an example that brought in practically every other merchant in the place. All the little fellows came in of their own accord when they saw what was being accomplished to promote the town, and the *Tribune and Courier* became one of the liveliest local advertising mediums in our State. I subscribed for twenty-five copies of *PRINTERS' INK*, bought some handbooks on advertising, started one of our brightest young men writing retail copy for advertisers, and made every ad in the paper efficient. All the moss-grown business cards disappeared. Mail-order advertising, cheap general advertising and every form of business usually accepted by country publishers at prices below those paid by local merchants, was excluded by prohibitive rates, and with it went a whole lot of worry about proposals for trade deals, long



credits, difficult collections and defaulted advertising bills. In accepting general advertising I not only considered its honesty and cleanliness, but asked myself whether it was to the business interests of Elmwood. If it wasn't, no money would pay for insertion. We stood together in Elmwood for our own against all the world, and it paid so handsomely that when a few years later I sold the *Tribune and Courier* to buy a daily in a larger town, it brought about twice the price that had ever been paid for a country paper in that State.

AN EX-COUNTRY PUBLISHER.

### WHAT IS THE HAROLD W. PHILLIPS SERVICE?

Some time in April PRINTERS' INK received an advertising order from the "Harold W. Phillips Service" in Louisville, Ky. The copy being of an appropriate nature the advertisements were accepted under the usual terms of PRINTERS' INK, viz.: settlement of accounts every month, when no cash discounts for payment with order and copy are desired to be taken advantage of. On May first the Harold W. Phillips Service of Kentucky was billed for services rendered during April. As no attention was paid to the bill a reminder was launched to Louisville, after the tenth day of May, which brought forth the following response:

HAROLD W. PHILLIPS SERVICE.

LOUISVILLE, Ky. May 17, 1905.

*Publishers* PRINTERS' INK, N. Y. City:

GENTLEMEN—In response to your favor of May 15th this day at hand, would advise that it has never been the practice of this service to pay installments on contracts as the service is rendered, your knowledge of advertising agency's business being such that you would realize it would entail considerable extra clerical work. The records here show that the order was issued and service being rendered, the condition being that the whole sum become due on publication. We think probably your book-keeper neglected to take notice of this which prompted the letter before us.

Mr. Phillips, is at this writing at our Cincinnati office in No. 514 Johnston Building and from there will go to Dayton, O. It may be a couple of weeks before he will be back to his desk here. You might put yourself in communication with him at either of these places regarding the subject, which, owing to your publication being of a different nature than the general line of advertising patronage distri-

buted, might cause him to make an exception in your case.

Respectfully,

HAROLD W. PHILLIPS SERVICE.

Under date of May 24 a prominent up-State daily writes the Little Schoolmaster as follows:

It would certainly seem that the Phillips Service is a peculiar proposition. To give it briefly our experience with these people has been as follows: As the result of several circulars received from them we wrote them on Mar. 28th, giving a short synopsis of the newspaper situation here and asking what proposition they could offer us for the increase of our circulation. During the next three weeks we had four different letters from them, each being worded in the most general terms possible and giving us in the end merely the information that they could send a crew here in the Fall, would charge 33 1-3 per cent of the money collected, and out of this same would pay for their premiums which they furnished free to new subscribers. Each of our letters to them explicitly asked them to give more details and explain their plan, and each of their replies very carefully avoided the question. Their last letter dated April 17th communicates that their Mr. J. E. Adams would pass here in about three weeks and would visit us in regard to explaining the details. Having seen nothing of him we wrote them on May 2d calling their attention to the matter, and they replied on May 8th that "Mr. Adams has a habit of jumping about to supply his own convenience." They added that they had no doubt he would be here in ample time and was bound to visit us some time this month. Thus far we have seen nothing of Adams, and our correspondence with them has been such that we have given up any idea we may have had of doing any business with them.



"THE RURAL NEW YORKER."

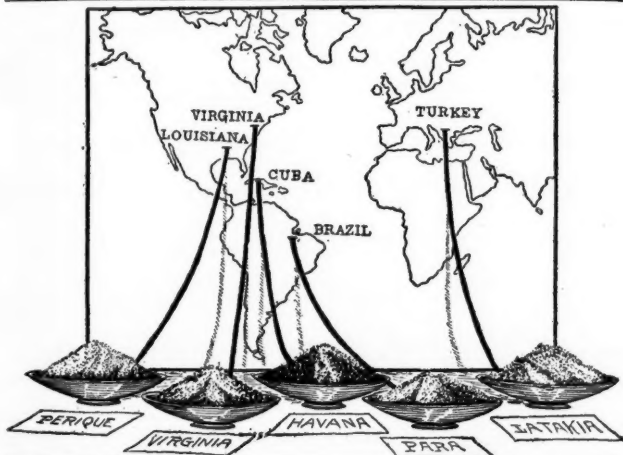


EFFECTIVE WINDOW  
DISPLAY.

Below is shown an effective window display used by the Circle Cigar Store, Broadway near 58th street, New York, to advertise a blend of smoking tobacco known as Arcadia. The whole back of the window is filled in with a canvas screen, on which is painted in outline a map of the world. Slits in the canvas permit colored ribbons to be run from various parts of the map to a number of bowls in the foreground, each containing one of the classes of tobacco used in the mixture. Thus from the Island of Cuba a ribbon descends to the

expense connected with it is the cost of a few yards of ribbon and the fancy bowls. It is capable also of being used in other lines of business. Thus a druggist might advertise one of his own preparations by substituting the drugs used in his remedy for the tobacco; or a wine merchant might use it in connection with a display of foreign and domestic wines, to announce the fact that he handles "The World's Best Wines."

A HANDSOME folder, "Summer Resorts," from the Nashville, Chattanooga & St. Louis Railway's offices, Nashville, shows views and gives descriptions of summering places in the mountain regions of Kentucky, Tennessee and Alabama.



bowl containing Havana tobacco; from Louisiana a ribbon runs to the bowl containing Perique, and so on. Canisters containing the Arcadia Mixture (not shown in the picture) are also displayed in the window, together with a placard reading:

These tobaccos from all over the World,  
are used in

**ARCADIA,**  
so delicately blended that they make a  
mild, aromatic smoke.

This display can be adapted by other tobacconists at a trifling cost. Any sign painter will furnish the canvas background for a few dollars, and the only other

"Why Not Get Well?" is an unusual sort of proprietary remedy booklet that advertises the Alber Dyspepsia Cure, made at Belvidere, N. J. It begins with the testimonial of the proprietor, and then in straightforward, convincing language, without rhetoric or scare arguments, tells what he believes the stuff will do.

A HANDSOMELY printed and compactly arranged catalogue of Iroquois bicycles, from the Iroquois Cycle Works, Chicago, has on its second cover an interesting illustrated history of the bicycle for the past two centuries.

A SENSIBLE forty-page treatise on the complexion and the figure, quiet in tone and backed up with excellent references, is sent out locally by the Graham Dermatological Institute, Toronto, Canada.

## *SPECIAL POSITIONS AT THE ORDINARY PRICE.*

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Although PRINTERS' INK demands double price for all advertisements inserted in specified positions, it is the custom to allow publishers who have contracts for two lines or more in the Roll of Honor to use display space under that heading, without paying any advance over the regular price demanded for advertisements without position, viz.: 20 cents a line, \$40 a page, \$20 half page (1 column), \$10 quarter page (half column), \$3 one inch.

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Display space thus inserted in the Roll of Honor secures the publication represented therein, virtually a special position for the ordinary price, because no amount of money can buy a place in this list for a paper not having the requisite qualifications.

# A Roll of Honor

(THIRD YEAR.)

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1904 issue of the American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1904 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1905 issue of the American Newspaper Directory. Circulation figures in the ROLL of HONOR of the last named character are marked with an (\*)

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

**IF** Announcements under this classification, if entitled as above, cost 20 cents per line under a YEARLY contract, \$20.80 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

## ALABAMA.

Athens, Limestone Democrat, weekly. R. H. Walker, pub. Actual aver. first 3 mos. 1905, 1,052.

## ARIZONA.

Phoenix, Republican. Daily average for 1904, 6,559. Chas. T. Logan Special Agency, N. Y.

## ARKANSAS.

Fort Smith, Times, daily. In 1903 no issue less than 2,750. Actual average for October, November and December, 1904, 5,646.

## CALIFORNIA.

Fresno, Evening Democrat. Average, 1904, 4,670; April, 1905, 5,195. Williams & Lawrence, N. Y. & Chicago.

Mountain View, Signs of the Times. Actual weekly average for 1904, 27,108.

San Jose, Town and Country Journal, mo. W. G. Bohannon Co. Average 1904, 9,125. First three months 1905 15,000.

## COLORADO.

Denver, Clay's Review, weekly; Perry A. Clay. Actual average for 1904, 10,226 (\*).

Denver, Post, daily. Post Printing and Publishing Co. Average for 1904, 44,577. Average for April, 1905, 46,852. Gain, 2,275.

**IF** The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



## CONNECTICUT.

Meriden, Morning Record and Republican. daily average for 1904, 7,559.

New Haven, Evening Register, daily. Actual av. for 1904, 15,618; Sunday, 11,107.

New London, Day, ev'g. Aver. 1904, 5,855. First 3 mos. 1905, 6,055. E. Katz, Spec. Ad. Agt., N. Y.

Norwich, Bulletin, morning. Average for 1903 4,985; for 1904, 5,550; 1905, 5,942.

Norwalk, Evening Hour. Daily average year ending Dec., 1904, 5,217 (\*).

Waterbury, Republican, dy. Aver. for 1904, 5,770. La Coste & Maxwell Spec. Agents, N. Y.

## DELAWARE.

Wilmington, Every Evening. Average guaranteed circulation for 1904, 11,460.

Wilmington, Morning News. Only morning paper in State. Three mos. end, Dec., 1904, 10,074.

## DISTRICT OF COLUMBIA.

Washington, Evening Star, daily and Sunday. Daily average for 1904, 55,508 (©).

## GEORGIA.

Atlanta, Journal, dy. Av. 1904, 45,625, April, 1905, 46,084, Sy. 46,074, Semi-weekly 55,928.

Atlanta, News. Actual daily average 1904, 24,250. S. C. Beckwith, Sp. Ag., N. Y. &

Augusta, Chronicle. Only morning paper. 1904 average, daily 5,661; Sunday 7,480.

Nashville, Herald. Average for March, April and May, 1,575. Richest county in So. Georgia.

## IDAHO.

Boise, Evening Capital News. Daily average 1904, 2,296; average February, 1905, 4,580. Actual circulation March 1, 1905, 4,815.

## ILLINOIS.

Bunker Hill, Gazette-News, weekly. Average first 3 mos. 1905, 1,651. All home print.

Cañro, Bulletin. Daily and Sunday average 1904, 1,945; April, 1905, 2,220.

Cañro, Citizen. Daily Average 1904, 1,196, weekly, 1,127.

Champaign, News. First 3 mos. 1905, no issue of daily less than 2,800; weekly, 5,500.

Chicago, Bakers' Helper, monthly (\$2.00). Bakers' Helper Co. Average for 1904, 4,100 (©).

Chicago, Farmers' Voice and National Rural. Actual average, 1904, 25,052.

Chicago, Gregg Writer. monthly. Shortband and Typewriting. Actual average 1904, 15,750.

Chicago, Inland Printer. Actual average circulation for 1904, 18,812 (©).

Chicago, National Harness Review, mo. Av. for 1905, 5,291. First 3 mos. 1905, 6,250.

Chicago, Record-Herald. Average 1904, daily 145,761, Sunday 199,400. Average first four mos. 1905, daily 148,928, Sunday 205,501.

**IF** The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



**Kewanee, Star-Courier.** *Av. for 1904, daily \$3,290, w'y, 1,278. Daily, 1st 4 mos. '05, \$3,802.*

**Peoria, Star, evenings and Sunday morning.** *Actual average for 1904, d'y \$1,528, S'y 9,957.*

### INDIANA.

**Evansville, Courier, daily and S. Courier Co.,** *pub. Act. av. '05, 12,619 (244). Sworn av. '04, 12,684. Smith & Thompson, Sp. Rep., N.Y. & Chicago.*

**Indianapolis, Star.** *Aver. net sales 1904 (all returns and unsold copies deducted), \$8,274 (\*).*

**Marion, Leader, daily.** *W. B. Westlake, pub. Actual average for year 1904, 5,635.*

**Muncie, Star.** *Average net sales 1904 (all returns and unsold copies deducted), 28,781.*

**Notre Dame, The Ave Maria, Catholic weekly.** *Actual net average for 1904, 28,815*

**Richmond, Sun-Telegram.** *Sworn av. 1904, dy, 8,761.*

**South Bend, Tribune.** *Sworn daily average 1904, 6,589. Sworn average for April, 7,094.*

**Terre Haute, Star.** *Av. net sales 1904 (all returns and unsold copies deducted), \$1,285 (\*).*

### INDIAN TERRITORY.

**Ardmore, Ardmoreite, daily and weekly.** *Average for 1904, dy., 2,068; w'y., 8,291.*

### IOWA.

**Davenport, Democrat and Leader.** *Largest guar. city circ'n. Sworn aver. April, 1905, 7,550.*

**Davenport, Times.** *Daily aver. 1904, 9,895. Daily aver. April, 1905, 10,428. Ctr. guar. greater than all other Davenport dailies combined.*

**Des Moines, Capital, daily.** *Lafayette Young publisher. Actual average sold 1904, \$6,855. Present circulation over \$9,000.*

*City circulation guaranteed largest in Des Moines. Carries more department store advertising than all other papers combined. Carries more advertising in six issues a week than any competitor in seven.*

**Des Moines, News, daily.** *Actual average for 1904, 42,620. B. D. Butler, N. Y. and Chicago.*

**Des Moines, Wallace's Farmer, w'y.** *Est. 1879. Actual average for 1904, \$6,811.*

**Muscatine, Journal.** *Daily av. 1904, 5,240. Tri-weekly \$3,059, daily, March, 1905, 5,452.*

**Osawatimbe, Courier.** *Daily average for first 4 mos. 1905, 5,484. Tri-weekly average for first 4 mos. 1905, 8,028.*

**Sioux City, Journal, daily.** *Average for 1904, sworn, 21,784. Av. for April, 1905, 24,092. Prints most news and most foreign and local advertising. Read in 80 per cent of the homes in city.*

**Sioux City, Tribune, Evening.** *Net sworn daily, average 1904, 20,678; Mar., 1905, 23,702.*

### KANSAS.

**Topeka, Western School Journal, educational monthly.** *Average for 1904, 7,808.*

### KENTUCKY.

**Harrodsburg, Democrat.** *Best w'y.; best sec. Ky.; best results to adv. Proven av. cir. 8,532.*

**Paducah, News-Democrat.** *Daily net av. 1903, 2,964. Year ending Dec. 31, 1904, 2,008.*

**Paducah, The Sun.** *Average for April, 1905 2,636.*

### LOUISIANA.

**New Orleans, The Southern Buck, official organ of Elklodm in La. and Miss.** *Av. '04, 4,815.*

### MAINE.

**Augusta, Comfort, mo.** *W. H. Gannett, pub. Actual average for 1904, 1,269,641.*

**Bangor, Commercial.** *Average for 1904, daily 8,991, weekly 28,887.*

**Dover, Piscataqua Observer.** *Actual weekly average 1904, 1,918.*

**Lewiston, Evening Journal, daily.** *Aver. for 1904, 7,534 (20), weekly 17,450 (20).*

**Phillips, Maine Woods and Woodsman, weekly.** *J. W. Brackett Co. Average for 1904, 8,180.*

**Portland, Evening Express.** *Average for 1904, daily 12,166. Sunday Telegram, 8,476.*

### MARYLAND.

**Baltimore, News, daily.** *Evening News Publishing Company. Average 1904, 58,784. For April, 1905, 61,689.*

*The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.*



### MASSACHUSETTS.

**Boston, Globe.** *Average for 1904, daily, 198,705. Sunday, 293,868. Largest Circulation Daily of any two cent paper in the United States. 100,000 more circulation than any other Sunday paper in New England. Advertisements go in morning and afternoon editions for one price.*

*The absolute correctness of the latest circulation rating accorded the Boston Globe is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.*



*Perfect copies printed for sale.*  
**CHAS. H. TAYLOR, Jr.,**  
*Business Manager.*

May 1, 1905.

**Boston, Evening Transcript (20) (412).** *Boston's tea table paper. Largest amount of week-day adv.*

**Boston, Post.** *Average for 1903, daily, 179,308; for 1904, 211,221. Boston Sunday Post, average for 1903, 160,421; for 1904, 177,664. Largest daily circulation for 1904 in all New England, whether morning or evening, or morning and evening editions combined. Second largest Sunday circulation in New England. Daily rate, 20 cents per agate line, flat, run-off paper; Sunday rate, 18 cents per line. The best advertising propositions in New England.*

**Boston, Traveler.** *Est. 1824. Actual daily av. 1902, 78,352. In 1903, 76,666. For 1904, average daily circulation, 81,085 copies.*  
*Reps.: Smith & Thompson. N. Y. and Chicago.*

**Springfield, Good Housekeeping, mo.** *Average first 5 mos. 1905, 208,420. No issue less than 200,000. All advertisements guaranteed.*

**Worcester, Evening Post, daily.** *Worcester Post Co. Average for 1904, 12,617.*

**Worcester, L'Opinion Publique, daily (20).** *Paid average for 1904, 4,732.*

### MICHIGAN.

**Grand Rapids, Evening Press, dy.** *Average 1904, 44,807. Average 3 mos. 1905, 45,916.*

**Grand Rapids, Herald.** *Average daily issue last six months of 1904, 28,861. Only morning and only Sunday paper in its field. Grand Rapids (pop. 100,000) and Western Michigan (pop. 750,000).*

**Jackson, Press and Patriot.** *Actual daily average for 1904, 6,605. Av. April, 1905, 7,861.*

**Kalamazoo, Evening Telegraph.** *Last six mos. 1904, dy. 9,512. Dec. 10,086, s.-w. 9,511.*

**Kalamazoo, Gazette, daily.** *1904, 10,811. Dec. 11,087. Largest circulation by 4,500.*

**Saginaw, Courier-Herald, daily.** *Sunday. Average 1904, 10,285; April, 1905, 11,096.*

**Sault Ste. Marie, Evening News, daily.** *Average, 1904, 4,219. Only daily in the two Soos.*

# MINNESOTA.

**Minneapolis.** Svenska Amerikanska Posten. Swan J. Turnblad, pub. 1904, 52,065.

**Minneapolis Tribune.** W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. 1904, daily average, 27,929; last quarter of 1904 was 92,222; Sunday 71,221. Daily average for April, 1905, was 92,525 net; Sunday, 75,325.

**CIRCULAT'N** The Evening Tribune is guaranteed to have a larger circulation than any other Minneapolis newspaper's evening edition. The carrier-delivery of the daily Tribune in Minneapolis is many thousands greater than that of any other newspaper. The city circulation alone exceeds 40,000 daily. The Tribune is the recognized paper of Minneapolis.

**Minneapolis, Farmers' Tribune,** twice a week W. J. Murphy, pub. Aver. for 1904, 56,814.

**Minneapolis, Farm, Stock and Home,** semi-monthly. Actual average 1905, 75,554. Actual average 1904, 79,750.

The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

**Minneapolis, Journal,** daily. Journal Printing Co. Aver. for 1903, 57,039; 1904, 64,832; first quarter 1905, 67,528; April, 1905, 67,226.

The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It reaches a greater number of the purchasing classes and goes into more homes than any paper in its field. It brings results.

**St. Paul, Dispatch,** dy. Aver. 1904, 58,036. January, 1905, 59,501. ST. PAUL'S LEADING NEWSPAPER. W'y aver. 1904, 75,951.

**St. Paul, News,** daily. Actual average for 1904, 86,204. B. D. Butler, N. Y. and Chicago.

**St. Paul, The Farmer,** s-mo. Rate, 35c per line, with discounts. Circulation for year ending Dec., 1904, 88,487.

**St. Paul, Volkszeitung,** Actual average 1904, dy. 12,685, w'y. 28,627, Sonntagsblatt 28,640.

# MISSISSIPPI.

**Hattiesburg, Progress,** ev'g. Av. d'y circ., y'r end'g Jan., 1905, 2,175. Pop. 14,000, and growing.

# MISSOURI.

**Clinton, Republican.** W'y av. last 6 mos. 1904, 2,840. D'y est. Apr., '04; av. last 6 mos. '04, 800.

**Kansas City, Journal,** d'y and w'y. Average for 1904, daily 64,114, weekly 109,890.

**Kansas City, World,** daily. Actual average for 1904, 61,478. B. D. Butler, N. Y. & Chicago.

**St. Joseph, News and Press.** Circ. last 3 mos. 1905, 85,469. Smith & Thompson, East. Rep.

**St. Louis, National Druggist,** mo. Henry R. Strong, Editor and Publisher. Average for 1904, 8,950 (©). Eastern office, 50 Maiden Lane.

**St. Louis, National Farmer and Stock Grower,** monthly. Average for 1902, 68,555; averages for 1903, 106,625; average for 1904, 104,750.

# NEBRASKA.

**Lincoln, Daily Star,** evening and Sunday morning. Actual daily average for 1904, 15,239. For March, 1905, 16,362. Only Nebraska paper that has the Guarantee Star.

**Lincoln, Deutsch-Amerikan Farmer,** weekly. Average year ending January, 1905, 146,567.

**Lincoln, Freie Press,** weekly. Actual average for year ending January, 1905, 149,281.

**Lincoln, Journal and News,** daily average 1904, 26,588; February average 28,055.

**Omaha, Den Danske Pioneer,** w'y. Sophus F. Nebel Pub. Co. Average for 1904, 21,628.

**Omaha, News,** daily. Actual average for 1904, 41,759. B. D. Butler, New York and Chicago.

# NEW HAMPSHIRE.

**Nashua, Telegraph,** dy and w'y. Daily aver. for 6 mos. ending April 30th, '05, 5,286.

# NEW JERSEY.

**Camden, Daily Courier.** Est. 1876. Net aver. circulation for 4 mos. end. Dec. 31, 1904, 8,687.

**Jersey City, Evening Journal.** Average for 1904, 21,106. First 3 mos. 1905, 22,689.

**Newark, Evening News.** Evening News Pub Co. Av. for April, 1905, 61,544.

**Washington, Star,** w'y. Sworn av. '03, 3,759. Sworn aver. '04, 3,931. More actual subs. than any five other Warren Co. papers.

# NEW YORK.

**Albany, Times-Union,** every evening. Est. 1856. Av. for '04, 20,487; Jan., Feb., & Mar., '05, 33,594.

**Batavia, News,** evening. Average 1903, 6,487. Average 1904, 6,757.

**Buffalo, Courier,** morn. Av. 1904, Sunday 79,882; daily 59,946; Enquirer, even., 22,702.

**Buffalo, Evening News,** daily average 1904, 88,457; March, 1905, 96,794.

**Catakill, Recorder,** weekly. Harry Hall, editor. 1904 av., 5,656. Av. December, 7,751.

**Cortland, Democrat,** Fridays. Est. 1840. Aver. 1904, 2,296. Only Dem. paper in county.

**Corning, Leader,** evening. Average, 1904, 6,238. First quarter 1905, 6,425.

**Glen Falls, Morning Star.** Average circulation, 1904, daily 2,292.

**Lyons, Republican,** established 1821. Chas. H. Betts, editor and prop. Circulation 1903, 2321.

**Mount Vernon, Daily Argus.** Average 1904, 2,912. Westchester County's leading paper.

**Newburgh, News,** daily. Av. for 1904, 4,722. 3,000 more than all other Newburgh papers combined.

# New York City.

**Army & Navy Journal** Est. 1863. Actual weekly average for 52 issues, 1904, 9,371 (©). Only Military paper awarded "Gold Marks".

**Baker's Review** monthly. W. R. Gregory Co., publishers. Actual average for 1904, 4,900.

**Benziger's magazine,** family monthly. Benziger Brothers, Average for 1904, 27,025, present circulation, 50,000.

**Clipper,** weekly (Theatrical). Frank Queen Pub. Co., Ltd. Aver. for 1904, 25,632 (©).

**El Comercio,** mo. Spanish export. J. Shepard Clark Co. Average for 1904, 7,292.

**Haberdasher,** mo., est. 1881. Actual average for 1904, 7,000. Binders' affidavit and Post Office receipts distributed monthly to advertisers.

**Hardware Dealers' Magazine,** monthly. In 1904, average issue, 17,500 (©). D. T. MALLETT, Pub., 233 Broadway.

**Leslie's Weekly.** Actual aver. year end. Aug., 1904, 69,077. Pres. av. over 85,000 weekly.

**Leslie's Monthly Magazine,** New York. Average circulation for 1904, 245,946.

**Present average circulation 500,169.**

**Music Trade Review,** music trade and art weekly. Average for 1904, 5,509.

**National Provisioner,** weekly. Packing houses, butchers, cotton seed oil, etc. 1904 av. circ. 6,801.

**Pocket List of Railroad Officials,** gly. Rail'd & Transp. Av. 1903, 17,992; 1904, 19,547.

Printers' Ink, a journal for advertisers, published every Wednesday. Established 1888. Actual weekly average for 1903, **11,001**. Actual weekly average for 1904, **14,918**. Actual weekly average for nine months ending April 30, **16,262** copies.

The Wall Street Journal. Dow, Jones & Co. publishers. Daily average 1904, 11,085.

The World. Actual aver. for 1904, Morn., 502,885, Evening, 579,785. Sunday, 455,484.

Rochester. Case and Comment, mo. Law. Av. for 1904, 50,000; 5 years' average, 50,105.

Schenectady, Gazette, daily. A. N. Liech. Actual average for 1903, 11,625, 1904, 12,574.

Syracuse, Evening Herald, daily. Herald Co. pub. Aver. 1904, daily 55,645, Sunday 59,161.

Utica, National Electrical Contractor, mo. Average for 1904, 2,625.

Utica, Press, daily. Otto A. Meyer, publisher. Average for 1904, 14,579.

### NORTH CAROLINA.

Charlotte, Observer. North Carolina's foremost newspaper. Actual daily aver. 1904, 6,145; Sunday, 8,408, semi-weekly, 4,496.

Raleigh, Biblical Recorder, weekly. Average 1903, 8,872. Average 1904, 9,756.

### NORTH DAKOTA.

Grand Forks, Herald, dy. av. for yr. end. Feb. '05, 6,096. Will guar. 6,000 for yr. N. Dakota's BIGGEST DAILY. La Cote & Maxwell, N.Y. Rep.

### OHIO.

Akron, Beacon Journal. Average year ending April, 1905, 10,215. N. Y. 523 Temple Court.

Cleveland, Plain Dealer. Est. 1841. Actual daily average 1904, 79,460; Sunday 68,195. Apr., 1905, 81,562 daily; Sunday, 72,110.

Dayton, Herald, evening. Circ., 1904, 12,280. Largest in Dayton, paid at full rates.

Washington Court House, Fayette Co. Record, weekly. Actual average 1904, 1,710.

Youngstown, Vindicator. Dy. av. '04, 12,020. LaCote & Maxwell, N.Y. & Chicago.

Zanesville, Signal, daily, reaches S. E. Ohio. Guarantees 5,000. Average for 1904, 5,170.

Zanesville, Times-Recorder. Sworn average 1905, 10,255. Guaranteed double nearest competitor and 50% in excess combined competitors.

### OKLAHOMA.

Guthrie, Oklahoma Farmer, weekly. Actual average 1904, 28,598.

### OREGON.

Portland, Evening Telegram, dy. (ex. Sun.) Average circulation during 1904, 21,371.

Portland, Oregon Daily Journal. Actual average for April, 20,766; actual average during 1904, 15,364.

### PENNSYLVANIA.

Chester, Times, ev'g dy. Average 1904, 7,929. N. Y. office, 230 E'way. F. H. Northrup, Mgr.

Harrisburg, Telegraph, Dy. sworn av., year end'g Mar., 11,839; Mar., 11,665. Best in E'g.

Philadelphia, American Medicine, wy. Av. for 1903, 19,537. Av. March 1903, 16,827.

## The Philadelphia BULLETIN'S Circulation.

The following statement shows the actual circulation of THE BULLETIN for each day in the month of April, 1905:

1	230,747	16	Sunday
2	218,561	17	230,359
3	218,561	18	218,993
4	213,810	19	217,159
5	207,007	20	214,963
6	218,506	21	201,823
7	216,114	22	221,560
8	218,119	23	Sunday
9	Sunday	24	205,965
10	216,564	25	218,247
11	214,500	26	213,232
12	218,603	27	215,657
13	218,444	28	230,657
14	220,273	29	220,358
15	223,816	30	Sunday

Total for 25 days, 5,414,686 copies.  
NET AVERAGE FOR APRIL,

**216,587** copies per day

The BULLETIN'S circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WM. L. McLEAN, Publisher.

PHILADELPHIA, May 4th, 1905.

## The Evening Telegraph

READ EVERYWHERE IN PHILADELPHIA.  
April Circulation

The following statement shows the actual circulation of THE EVENING TELEGRAPH for each day in the month of April, 1905:

1	155,514	16	Sunday
2	Sunday	17	162,280
3	156,703	18	163,657
4	156,141	19	163,640
5	156,064	20	163,757
6	160,310	21	159,172
7	158,369	22	170,536
8	162,738	23	Sunday
9	Sunday	24	165,483
10	162,167	25	165,492
11	161,574	26	164,115
12	163,094	27	164,489
13	161,233	28	164,297
14	164,287	29	170,483
15	167,551	30	Sunday

Total for 25 days 4,082,441 copies.  
NET AVERAGE FOR APRIL

**162,498** copies per day

BARCLAY H. WARBURTON, President

Philadelphia, German Daily Gazette. Aver. circulation 1904, daily 49,688. Sunday 57,598. Sworn statement. Cir. books open.

Philadelphia, Press. Daily average year ending Dec. 31, 1904, 118,242 net copies sold.

**Philadelphia.** Farm Journal, monthly. Willmer Atkinson Company, publishers. Average for 1904, 593,880. Printers' Ink awarded the seventh Sugar Bowl to Farm Journal with this inscription:



"Awarded June 25th, 1902, by 'Printers' Ink,' 'The Little Schoolmaster' in the Art of 'Advertising to the Farm Journal.' After canvassing of merits extending over a period of half a year, that paper, among all those published in the United States, has been pronounced the one that best serves its purpose as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them through its advertising columns."

**Philadelphia.** Sunday School Times, weekly. Average for 1904, 92,518. Send for rates to The Religious Press Association, Philadelphia.

**Philadelphia.** The Grocery World. Actual average for 1904, 11,764.

**Pittsburg.** Labor World, wy. Av. 1904, 22,618. Reaches best paid class of workmen in U.S.

**Pottsville.** Evening Chronicle. Official county organ. Daily average 1904, 6,757.

**West Chester.** Local News, daily. W. H. Hodgson. Average for 1904, 15,180.

**Williamsport.** Grit. America's Greatest Weekly. Av. first 3 mos. 1905 225,756. Smith & Thompson, Iteps., New York and Chicago.

**York.** Dispatch, daily. Average for 1904, 8,974. Enters two-thirds of York homes.

## RHODE ISLAND.

**Pawtucket.** Evening Times. Average for four months ending April 25th, 1905, 16,804.


**Providence.** Daily Journal, 17,290 (©). Sunday, 20,436 (©). Evening Bulletin 57,356 average 1904. Providence Journal Co. pub.

**Westerly.** Can. Geo. H. Utter, pub. Average 1904, 4,450. Only daily in So. Rhode Island.

## SOUTH CAROLINA.

**Charleston.** Evening Post. Actual dy. aver. for first 3 months 1905 4,110. Apr. 4,458.

**Columbia.** State. Actual average for 1904, daily 8,164 copies, (©) per issue; semi-weekly 2,251. Sunday 9,417 (©). Act. aver. for first 4 months of 1905, daily 8,889; Sunday 10,428.


 The absolute correctness of the latest circulation rating accorded the Columbia State is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

## TENNESSEE.

**Chattanooga.** Crabtree's Weekly Press. Average November and December, 47,044 (3).

**Knoxville.** Sentinel. Average, 1904, 11,482. Has the confidence of the local merchants, and each year carries several thousand inches more advertising than its nearest competitor.

**Knoxville.** Journal and Tribune. Actual daily average for year ending January 31, 1905, 15,060 (3); weekly average for 1904, 14,513.

 The absolute correctness of the latest circulation statement issued by the Daily Journal and Tribune is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

**Knoxville.** Sentinel. Apr. '04, 11,482. Led nearest competitor \$1,000 in advertising, '04, 6 days vs. 7.

**Memphis.** Commercial Appeal, daily. Sunday, weekly. Average 1904, daily 55,945. Sunday 47,002, weekly 56,540, (964). Smith & Thompson, Representatives N. Y. & Chicago.

**Nashville.** Banner, daily. Aver. for year 1903 18,772; for 1904, 20,708. Only Nashville daily eligible to Roll of Honor.

## TEXAS.

**Denton.** Record and Chronicle, Daily av. 1904, 816. Weekly av., 2,775. The daily and weekly reach nearly 50 per cent of the tax paying families of Denton county.

**El Paso.** Herald, Dy. av. 1904, 4,211; Dec., 1904, 4,435. Merchants' canvass showed Herald in 80 per cent of El Paso homes. Only El Paso daily paper eligible to Roll of Honor.

**Paris.** Advocate, dy. W. N. Furey, pub. Actual average, 1903, 1,527; 1904, 1,881.

**San Angelo.** Standard, weekly. Average for 1904, 2,909.

## VERMONT.

**Barre.** Times, daily. F. E. Langley, Aver. 1904, 5,161.


**Burlington.** Daily News, evening. Actual daily average 1904, 6,018; last 6 mos., 6,635; last 3 mos., 7,024; last month, 7,547.

**Burlington.** Free Press. Daily av. '03, 5,566, '04, 6,682. Largest city and State circulation. Examined by Assoc'n of American Advertisers.

## VIRGINIA.

**Norfolk.** Dispatch, daily. Circulation, 1904, 9,400; Jan., 1905, 9,858; Feb., 10,648; March, 10,808.

**Richmond.** News Leader, afternoons. Actual daily average 1904, 28,575 (see American Newspaper Directory). It has no equal in pulling power between Washington and Atlanta.

 **Richmond.** Times-Dispatch, morning. Actual daily average year ending December, 1904, 20,173. High price circulation with no waste or duplication. In ninety per cent of Richmond homes. The State paper.

## WASHINGTON.

**Sentle.** Times. Actual aver. circulation Oct. Nor. and Dec., 1904, 37,090 daily, 45,450 Sunday. By far largest daily and Sunday in State.

**Tacoma.** Ledger. Dy. av. 1904, 14,664; Sy., 18,472; wch., 9,524. Aver. 4 mos., ending Jan. 31, 1905, Daily, 14,696, Sunday, 19,518.

## WEST VIRGINIA.

**Parkersburg.** Sentinel, daily. R. E. Hornor, pub. Average for 1904, 2,520 (1064).


**Wheeling.** News. Daily paid circ., 11,517 (3). Sunday paid circ., 11,938 (3). For 13 months up to April 1, 1905. Guarantees a paid circulation equal to any other two Wheeling papers combined.

## WISCONSIN.

**Milwaukee.** Evening Wisconsin, dy. Av. 1904, 26,201; April, 1905, 27,175 (©).

**Milwaukee.** Journal, daily. Journal Co., pub. Yr. end. Apr., 1905, 57,096. Apr., 1905, 40,565.

**Oshkosh.** Northwestern, daily. Average for 1904, 7,231. December, 1904, 7,426.

 **Wisconsin Agriculturalist.** Racine, Wis., Weekly. Estab. 1877. The only Wisconsin paper whose circulation is guaranteed by the American Newspaper Directory. Actual average for 1903, 25,181; for 1904, 27,254; for year ended March 30, 1905, 28,960. N. Y. Office, Temple Court. W. C. Richardson, Mgr.

## WYOMING.

**Cheyenne.** Tribune. Actual daily average for 1904, 5,996.



**BRITISH COLUMBIA.**

Vancouver, Province, daily. W. C. Nichol, publisher. Average for 1904, 7,426, average for April, 1905, 8,669.

Victoria, Colonist, daily. Colonist P. & P. Co. Aver. for 1903, 2,695; for 1904, 4,556 (4).

**MANITOBA. CAN.**

Winnipeg, Free Press, daily and weekly. Average for 1904, daily, 25,698; weekly, 15,801. Daily, April, 1905, 29,116.

Winnipeg, Der Nordwesten, Western Canada's German newspaper, covers the German speaking population of over 150,000—its exclusive field. Average for 1904, 11,892; average for 12 months ending April 30, 1905, 12,224.

**NEW BRUNSWICK, CAN.**

St. John, Star. Actual daily average for October, November, December, 1904, 6,091.

**NOVA SCOTIA, CAN.**

Halifax, Herald (©) and Evening Mail. Circulation, 1904, 15,688. Flat rate.

**ONTARIO, CAN.**

Toronto, Canadian Implement and Vehicle Trade, monthly. Average for 1904, 6,000.

Toronto, Evening Telegram, Daily, aver. 1904, 31,584. Perry Lukens, Jr., N.Y. Repr.

Toronto, Star, daily. Sworn average circulation for March 1905, 89,021. Largest circulation of any evening paper published in Ontario.

Toronto, The News. Sworn average daily circulation for April, 1905, 28,957. Advertising rate 3½¢ flat, run of paper. The largest circulation of any evening paper published in Ontario.

**QUEBEC, CAN.**

Montreal, Herald, daily. Est. 1808. Actual aver. daily 1904, 28,850; weekly, 18,886.

Montreal, Journal of Agriculture and Horticulture. Semi-monthly. Average 1904, 61,457.

Montreal, La Presse. La Presse Pub. Co., Ltd., publishers. Actual average 1904, daily, 80,259; Av. Mar., '05, 95,826. Sat., 115,592.

Montreal, Le Canada. Actual average 1904—daily, 19,287; weekly, 18,757.

Montreal, Star, dv. & wy. Graham & Co. Av. for '03, dv. 55,127, wy. 122,269. Av. for 1904, dv. 56,795, wy. 125,240.

Sherbrooke, Daily Record, Guaranteed av., 1904, 4,917; April, 1905, 5,504.

# (©©) GOLD MARK PAPERS (©©)

(©©) Advertisers value these papers more for the class and quality of their circulation than for the mere number of copies printed. Among the old chemists gold was symbolically represented by the sign ©.—Webster's Dictionary.

Out of a grand total of 23,146 publications listed in the 1905 issue of Rowell's American Newspaper Directory, one hundred and eleven are distinguished from all the others by the so-called gold marks (©©), the meaning of which is explained above.

Announcements under this classification, from publications having the gold marks in the Directory, cost 20 cents per line per week, two lines (the smallest advertisement accepted) cost \$20.80 for a full year, 10 per cent discount, or \$18.72 per year spot cash, if paid wholly in advance.

**WASHINGTON, D. C.**

THE EVENING STAR (©©), Washington, D. C. Reaches 90% of the Washington homes.

**GEORGIA.**

ATLANTA CONSTITUTION. Act. av. for 1904: Daily 28,888 (©©), S'y 42,519, W'y 107,925.

**ILLINOIS.**

CHICAGO GRAIN DEALERS' JOURNAL (©©). Largest circulation; best in point of quality.

TRIBUNE (©©). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

BAKERS' HELPER, (©©), Chicago, only "Gold Mark" baking journal. Oldest, largest, best known. Subscribers in every State and Territory.

**KENTUCKY.**

LOUISVILLE COURIER-JOURNAL (©©). Best paper in city; read by best people.

**MASSACHUSETTS.**

BOSTON PILOT (©©), every Saturday. Roman Catholic. Patrick M. Donaboe, manager.

BOSTON EVENING TRANSCRIPT (©©), established 1830. The only gold mark daily in Boston.

WORCESTER L'OPINION/PUBLIQUE (©©) is the leading French daily of New England.

TEXTILE WORLD RECORD (©©), Boston. Is the "bible" of the textile industry. Send for booklet, "The Textile Mill Trade."

**MICHIGAN.**

GRAND RAPIDS FURNITURE RECORD (©©) Only national paper in its field.

**MINNESOTA.**

THE NORTHWESTERN MILLER (©©) Minneapolis, Minn.; \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (©©).

**NEW YORK.**

BROOKLYN EAGLE (©©) is THE advertising medium of Brooklyn.

THE POST EXPRESS (©©), Rochester, N. Y. Best advertising medium in this section.

ARMY AND NAVY JOURNAL (©©). First in its class in circulation, influence and prestige.

ENGINEERING NEWS (©©).—An acknowledged authority.—Tribune, Lawrence, Kan. E. News prints more transient ads than all other technical papers; 1½ & 3¢ a word. Try it.

VOGUE (©©), the authority on fashions. Ten cents a copy; \$4 a year. 364 5th Ave., New York.

HARDWARE DEALERS' MAGAZINE.

In 1904, average issue, 17,500 (©©).

D. T. MALLETT, Pub., 355 Broadway, N. Y.

NEW YORK HERALD (©©). Whoever mentions America's leading newspapers mentions the New York HERALD first.

ELECTRICAL WORLD AND ENGINEER (©©), established 1874; covers foreign and domestic electrical purchasers; largest weekly circulation.



**BUFFALO COMMERCIAL** (☉). Desirable because it always produces satisfactory results.

**CENTURY MAGAZINE** (☉). There are a few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

**NEW YORK TRIBUNE** (☉). daily and Sun day. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

**FOREST AND STREAM** (☉). weekly. Significant facts: (1) FOREST AND STREAM advertisers are of the stay-in class. (2) FOREST AND STREAM advertisers enlarge their ads. The increased space used by long-time clients tells the story.

**THE NEW YORK TIMES** (☉). Times Square. "All the news that's fit to print," has greatly increased in advertising and circulation since entering new home. More than 100,000 copies daily in Metropolitan District; a quantity of quality.

#### OHIO.

**CINCINNATI ENQUIRER** (☉). Great—influential—of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N. Y.-Chicago.

#### PENNSYLVANIA.

**THE PITTSBURG DISPATCH** (☉). a home delivered circulation among those of all classes with money to buy.

**THE PUBLIC LEDGER** (☉)—Independence Hall and PUBLIC LEDGER are Philadelphia's landmarks; the only paper allowed in thousands of Philadelphia homes. Circulation now larger than in 70 years. Advertisements April and May, 1905, GAINED \$5,000 over same months 1904.

#### SOUTH CAROLINA.

**THE STATE** (☉). Columbia, S. C., reaches every part of South Carolina.

#### VIRGINIA.

**NORFOLK LANDMARK** (☉) the recognized medium in its territory for investors and buyers. Holds certificate from the Association of American Advertisers of bona fide circulation. If you are interested, ask to see voluntary letters from advertisers who have gotten splendid results from LANDMARK.

#### WISCONSIN.

**THE MILWAUKEE EVENING WISCONSIN** (☉), one of the Golden Dozen Newspapers.

#### CANADA.

**THE HALIFAX HERALD** (☉) and the **EVENING MAIL**. Circulation exceeds 16,000, flat rate.

#### THE TORONTO GLOBE (☉)

2½ larger circulation than any other morning paper in Canada. U. S. representatives, BRIGHT & VEREE, Tribune Bldg., N. Y.; Boyce Bldg. Chicago.

Any publication to which Rowell's American Newspaper Directory for 1905 accords the Gold-Marks may use display space under the heading "GOLD-MARK PAPERS." It may use an inch, a quarter page, a half page or a whole page. It will be observed that by doing so a publisher may secure a special position at the ordinary price: \$40 a page, \$20 a half page, \$10 a quarter page, \$3 an inch, twenty cents a line. The special position is created from the fact that no paper will be given space under the Gold-Mark heading unless it is accorded the Gold-Marks in the 1905 Directory.

# THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading, from papers of the requisite grade and class, cost twenty cents per line per week. Under a YEARLY contract, two lines (the smallest advertisement accepted) cost \$20.80 for a full year, ten per cent discount, or \$18.72 spot cash, if paid wholly in advance.

## COLORADO.

THE Denver Post, Sunday edition, May 28, 1906, contained 6,856 different classified ads, a total of 131 2-10 columns. The Post is the big Want medium of the Rocky Mountain region. The rate for Want advertising in the Post is 5c. per line each insertion, seven words to the line.

## CONNECTICUT.

MERIDEN, Conn., RECORD covers field of 50,000 population; working people are skilled mechanics. Classified rate, cent a word a day, five cents a word a week. "Agents Wanted," etc., half cent a word a day.

## DELAWARE.

IN Delaware the only daily paper that guarantees circulation is "Every Evening." It carries more classified advertising than all the other Wilmington papers combined.

## DISTRICT OF COLUMBIA.

THE EVENING and SUNDAY STAR, Washington, D. C. (☉), carries DOUBLE the number of WANT ADS of any other paper. Rate 1c. a word

## ILLINOIS.

PEORIA (ILL.) JOURNAL reaches over 13,000 of the prosperous people of Central Illinois. Rate, one cent per word each issue.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the DAILY NEWS," says the Post-office Review, and that's why the DAILY NEWS is Chicago's "want-ad" directory.

## INDIANA.

THE Terre Haute STAR carries more Want ads than any other Terre Haute paper. Rate, one cent per word.

THE Indianapolis NEWS during the year 1904 printed 125,207 more classified advertisements than all other dailies of Indianapolis combined, printing a total of 273,730 separate paid Want ads during that time.

THE Star League, composed of Indianapolis STAR, Muncie STAR and Terre Haute STAR, general offices, Indianapolis. Rate in each, one cent per word; combined rate, two cents per word.

THE Indianapolis STAR is the Want ad medium of Indianapolis. It printed during the year of 1904 591,513 lines of Want ads. During the month of December the STAR printed 17,335 lines of classified financial advertising. This is 4,275 lines more than published by any other Indianapolis newspaper for the same period. The News in December, 1904, printed 13,000 lines; the Sentinel 4,516 lines, and the Sun 2,630 lines. The Indianapolis STAR accepts no classified advertising free. The rate is one cent per word.

THE MARION LEADER is recognized as the best result getter for want ads.

THE Muncie STAR is the recognized Want ad medium of Muncie. It prints four times as much classified advertising daily as all other Muncie dailies combined.

## IOWA.

THE Des Moines CAPITAL guarantees the largest circulation in the city of Des Moines of any daily newspaper. It is the want ad medium of Iowa. Rate, one cent a word. By the month, \$1 per line. It is published six evenings a week. Saturday the big day.

## MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

## MARYLAND.

THE Baltimore NEWS carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

## MASSACHUSETTS.

25 CENTS for 30 words, 5 days. DAILY ENTERPRISE, Brockton, Mass., carries solid page Want ads. Circulation exceeds 10,000.

THE BOSTON EVENING TRANSCRIPT is the great resort guide for New Englanders. They expect to find all good places listed in its advertising columns.

THE BOSTON TRAVELER publishes more Want advertising than any other exclusively evening paper in its field, and every advertisement is paid for at the established rates.

BOSTON GLOBE, daily and Sunday, in 1904, carried 141,353 more "Want" ads than any other Boston paper. It printed a total of 417,223 classified advertisements, and every one of them was paid for at the regular card rate, and there were no trades, deals or discounts.

## MICHIGAN.

SAGINAW COURIER-HERALD (daily), only Sunday paper; result getter; circulation in excess of 11,000; 1c. word; 5c. subsequent.

## MINNESOTA.

THE Minneapolis JOURNAL carried over fifty six per cent more Want ads during February, 1905, than any other Minneapolis daily. No free Wants and no objectionable Wants. Circulation 1903, 57,039; 1904, 64,333; January, 1905, 67,598; February, 1905, 67,563.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis and has been for many years. It is the oldest Minneapolis daily and has over 92,000 subscribers, which is 25,000 each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis, by many thousands, than any other evening paper. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day), no free ads; price covers both morning and evening issues. No other Minneapolis daily carries anywhere near the number of paid Want advertisements or the amount in volume.

**THE ST. PAUL DISPATCH** is the leading "Want" medium in the Northwest, read and relied upon by everybody in its city and territory; more paid circulation than the other St. Paul dailies combined; brings replies at smallest cost. Circulation 1904—56,636; now 59,561.

**MISSOURI.**

**THE Joplin GLOBE** carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

**THE Kansas City JOURNAL** (every morning including Sunday), one of the recognized Want ad mediums of the United States; 21 to 35 columns paid Wants Sunday; 7 to 10 columns daily. Rate, 1 cent a word.

**MONTANA.**

**THE ABSCONDA STANDARD** is Montana's great "Want Ad" medium; i. e. a word. Average circulation (1904), 11,559; Sunday, 15,756.

**NEBRASKA.**

**LINCOLN JOURNAL AND NEWS**, combined circulation over 57,000. Cent a word.

**THE Lincoln DAILY STAR**, the best "Want Ad" medium at Nebraska's capital. Guaranteed circulation exceeds 16,000 daily. Rates, 1 cent per word. Sunday Want ads receive extra insertion in Saturday afternoon edition if copy is received in time. **DAILY STAR**, Lincoln, Neb.

**NEW JERSEY.**

**ELIZABETH DAILY JOURNAL** covers population of 96,000. Largest circulation. Brings results. Only "Want" medium. Cent a word.

**NEW YORK.**

**THE POST-EXPRESS** is the best afternoon Want ad-medium in Rochester.

**ALBANY EVENING JOURNAL**, Eastern N. Y.'s best paper for Wants and classified ads.

**DAILY ARGUS**, Mount Vernon, N. Y. Greatest Want ad medium in Westchester County.

**IN Binghamton the LEADER** carries largest patronage; hence pays best. **BECK WITH**, N. Y.

**BUFFALO NEWS** with over 57,000 circulation, is the only Want medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

**THE TIMES-UNION**, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in this city.

**PRINTERS' INK**, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 30 cents a line per issue flat; six words to a line. Sample copies, ten cents.

**OHIO.**

**IN Zanesville the TIMES-RECORDER** prints twice as many Want Ads as all the other papers.

**THE Zanesville SIGNAL** reaches 64 towns in S. E. Ohio, also 68 rural routes; 1/2c. a word net.

**YOUNGSTOWN VINDICATOR**—Leading "Want" medium. 1c. per word. Largest circulation

**THE MANSFIELD NEWS** publishes daily more Want ads than any other 30,000 population newspaper; 30 words or less 3 consecutive times or less, 15c.; one cent per each additional word.

**OKLAHOMA.**

**THE OKLAHOMAN**, Okla. City, 11,000. Publishes more Wants than any four Okla. competitors.

**PENNSYLVANIA.**

**THE Chester, Pa., TIMES** carries from two to five times more classified ads than any other paper.

**PHILADELPHIA:**

**THE BULLETIN.**

Net paid daily average circulation for April:  
216,587 copies per day.

"In Philadelphia nearly everybody reads 'The Bulletin.'"  
(See Roll of Honor.)

**SOUTH CAROLINA.**

**THE Columbia STATE** (C.) carries more Want ads than any other S. C. newspaper.

**VERMONT.**

**THE Burlington DAILY NEWS** is the popular paper and the Want medium of the city. Reaches twice as many people as any other and carries more Want ads. Absolutely necessary to any advertiser in Burlington territory.

**VIRGINIA.**

**THE NEWS LEADER**, published every afternoon except Sunday, Richmond, Va. Largest circulation by long odds (38,575 aver. 1 year) and the recognized want advertisement medium in Virginia. Classified advts., one cent a word per insertion, cash in advance; no advertisement counted as less than 25 words; no display.

**WISCONSIN.**

**NO** paper of its class carries as many Want ads as the **EVENING TELEGRAM**, of Superior, Wisconsin.

**JANESVILLE GAZETTE**, daily and weekly, reaches 6,500 subscribers in the million dollar Wisconsin tobacco belt, the richest section of the Northwest. Rates; Want Ads—daily, 3 lines 3 times, 25c.; weekly, 5c. line. Big results from little talk.

**CANADA.**

**THE Halifax HERALD** (C.) and the **MAIL—Nova Scotia's** recognized Want ad mediums.

**LA PRESSE**, Montreal. Largest daily circulation in Canada without exception. (Daily 95,835. Saturdays 113,892—sworn to.) Carries more want ads than any French newspaper in the world

**THE DAILY TELEGRAPH**, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

**THE Toronto DAILY STAR** is necessary to any advertiser who wants to cover the Toronto field. Carries more general advertising than any other Toronto paper. Sworn daily average circulation, March, 1905, 39,021.

A PARTICULAR feature of the Toronto **EVENING TELEGRAPH's** classified advertisements is that they are all true to their headings; there are no fake, improper or doubtful advertisements accepted. This gives the public perfect confidence in them, and next to the large circulation is perhaps the greatest reason why they bring such splendid results to the advertisers.

**THE Montreal DAILY STAR** carries more Want advertisements than all other Montreal dailies combined. **THE FAMILY HERALD** AND **WEEKLY STAR** carries more Want advertisements than any other weekly paper in Canada.

**THE Winnipeg FREE PRESS** carries more "Want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in the Canadian Northwest combined. Moreover, the **FREE PRESS** carries a larger volume of general advertising than any other daily paper in the Dominion.

**BRITISH COLUMBIA.**

**VICTORIA COLONIST**. Oldest established paper (1857). Covers entire Province. Greatest Want Ad medium on the Canadian Pacific Coast.

1905 EDITION—NOW READ

# Indispensable to Both

## No Business House Dealing With Newspapers Without Rowell's American

**TO THE BUYER** of advertising space in newspapers, either upon a national scale or in a single State, as well as to the advertiser in a group of magazines, trade journals or class publications of any character whatsoever, the latest edition of Rowell's American Newspaper Directory is a daily working guide that cannot be dispensed with.

It is an authoritative gazetteer of the 23,146 newspapers and periodicals in the United States and British North America, arranged alphabetically by States and Cities. Population, area and boundaries of each State are given, with a list of its cities ranged according to numerical importance and a summary of all its periodicals, revised to March 30, 1905. Every place in each State where a newspaper or other periodical is published is given in its alphabetical order, with postoffice name, population, geographical location, chief industries, leading railroads, nearest city or county seat, and a complete list of publications issued. The names of the latter are given, with date of publication and frequency of issue, politics and general character, form, size and number of pages, subscription price, year of establishment, editors' and publishers' names, correct street address, and a record of circulation for a period ranging from the past five to fifteen years. The latest circulation rating is given in figures where the publisher has supplied information concerning same, or is estimated by letter where such information has not been forthcoming.

It contains maps of each State, showing towns in which there are newspapers or other publications with more than 1,000 circulation.

It gives a separate list of all periodicals having more than 1,000 circulation, and of all newspapers having a Sunday issue.

It gives a separate list of all Religious Journals, grouped according to denomination and geographical location.

It gives a separate list of all Agricultural Journals, according to subject treated, such as General Agriculture, Live Stock, Horticulture, Floriculture, Dairying, etc., ranged geographically.

It gives separate lists of all Medical, Legal, Architectural, Scientific and Professional Journals, grouped according to specialties and arranged geographically.

It gives separate lists of all publications in Foreign Languages, arranged lingually and geographically; and of all publications devoted to subjects such as Education, Household, Children, Art, Music, Literature, Drama, Sports, Society, History, Biography, Sanitation, Nature Study, Army and Navy, Temperance, etc.

It gives separate geographical lists of all publications issued by Labor, Fraternal, College and similar organizations.

It gives separate lists of publications devoted to Commerce and Finance, Insurance, Exporting, Manufacturing, Merchandizing, Mining, Engineering, Railroadings, Real Estate, etc.

It gives separate lists of all journals devoted to special departments of Industry and Business, such as Textiles, Drugs and Chemicals, Electricity, Furniture, Hardware, Leather, Shoes, Jewelry and Watchmaking, Paper, Printing, Photography, Milling, Provisions, Groceries, Plumbing, Heating, Tobacco, Hotels, etc.

**NOW READY FOR DELIVERY.**

# Both Buyer and Seller

## With Newspapers Can Afford To Be American Newspaper Directory.

It gives an exhaustive article upon the daily papers of Havana and Cuba; lists of all the newspapers, class and trade journals of Cuba, Porto Rico and the Philippine Islands, and statistical tables showing the number of daily, tri-weekly, semi-weekly, weekly, tri-monthly, bi-weekly, semi-monthly, monthly, semi-quarterly, bi-monthly and quarterly publications issued in each State and Territory.

Rowell's American Newspaper Directory is the oldest work of its kind in the world, its establishment dating from 1869. It was the first. During its thirty-seven years of publication it has been the most accurate, complete and impartial. It is the only Newspaper Directory in the world that has steadily maintained a standard definition of circulation, and is now the only one published independently as a reference work pure and simple, free of all business connections with advertising agencies, publishers and commercial interests whatsoever. In no other place can an advertiser, advertising manager or advertising agent get access to so vast and accurate a body of information about American newspapers and newspaper circulation; and it is difficult to conceive of any general or special information about the periodicals of the United States and Canada that may not be instantly found in this book of over 1,500 pages.

**TO THE SELLER** of anything purchased by publishers of newspapers, magazines or class journals, whether he be a manufacturer of perfecting presses or an author seeking to dispose of a manuscript, the 1905 edition of Rowell's American Newspaper Directory is a **complete mailing list** of the entire American periodical press, revised to March 30, 1905. Its exhaustive grouping and classification makes it possible to reach, by correct name and address, the publishers of any State, Territory or Province, any County, or any group of publications devoted to a Profession, Religious Denomination, Political Party, Manufacturing Industry, Wholesale or Retail Trade, Raw Staple Product or Finished Commodity, Professional or Technical Subject, Social or Fraternal Organization, Foreign Language or Special Interest whatsoever.

Its circulation ratings and detailed information enable any one using the work for trade-seeking purposes to form accurate estimates of the importance and standing of any desired group of periodicals; and the book, as a whole, with its many indexes and subdivisions, gives access to the American Press not to be obtained elsewhere, so completely and readily, by any means or at any cost.

**Cloth and gold; over 1,500 pages. \$10 net cash, sent carriage paid upon receipt of price.**

**SEND ORDER AND MAKE CHECKS PAYABLE TO**

**CHAS. J. ZINGG, Manager,**  
**10 Spruce Street (up stairs), NEW YORK CITY.**

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING COMPANY, Publishers.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months, in advance. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

## ADVERTISING RATES.

Advertisements 30 cents a line, per line measure, 15 lines to the inch (\$3); 200 lines to the page (\$40).

For specified position selected by the advertiser, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

Advertisers to the amount of \$10 are entitled to a free subscription for one year, if demanded.

CHARLES J. ZINGG,  
Editor and Manager.

OFFICES: NO. 10 SPRUCE ST.  
London Agent, F.W. Sears, 50-52 Ludgate HILL EC

NEW YORK, JUNE 7, 1905.

**PRINTERS' INK** is absolutely an independent journal, connected in no way whatever with any advertising agency, selling its advertising space only for cash, and standing entirely upon its merits as a news medium for advertisers and an educative force in the advertising field.

## THE FORMAL.

Two advertising dialects are universally used. One is the Familiar, which need not come in for detailed consideration. Suffice it to say that the Familiar dialect is addressed to the *hoi polloi*—the common people. It employs slang, and strives to be unconventional, slapping the reader on the back in its excess of good fellowship. It is the advertising dialect of the \$10 overcoat and \$2 derby, always in bad taste, yet quite a tradition with some thousands of advertisers.

The dialect to which attention

is asked particularly is just the opposite of the Familiar. It is the Formal. There is a rather vague portion of the American public known, variously, as the smart set, the upper class, society, and by other terms. To this element Formal advertising is addressed, as a refined sort of salt to be sprinkled on its tail. Advertisers who address this particular set have strange ideas about it, regarding it as a class that never comes off its lofty perch. Advertisements of the Formal kind start with the stiff formula "Messrs. The Lackey's Sons' Company desire to announce to Society that—" and so forth. It is all decorum, and smugness, and starch. Plain clothing and men's furnishings can be called by those terms in the Familiar style. But in the Formal dialect they would be translated into "gentlemen's garb and appointments."

When well done, the Formal style of advertising is a delight to the soul. It flatters the reader into a sense of wearing only the best, and buying the most costly, and knowing all about everything worth while. It leads dignity to the advertiser and his goods, and gets better prices for things, this Formal advertising dialect—when it is well done. When it isn't well done, however—that's the grievous thing. Some adwriters, without a fine sense of words, attempt the Formal and think that they have achieved it when they have only become profound. In a Knox hat ad recently the writer stated that "The evolution of a hat is like the expansion of character—the concentrated growth of years; it is the quality of character that makes the Knox Hat lead in Fashion's realm through Christendom." This sounds well. But when you analyze it for sense only words are left in the crucible. An example of the Formal gone all to stilt was furnished in a New York jewelry ad, which said that "The Messrs. Theodore A. Kohn & Son thus advertise a request that you may find it convenient to visit their new place of business." When the

Formal gets to this stage it has become a disease, and something ought to be taken for it.

\* \* \*

Just the moment that Formal advertising departs from sense and simplicity it defeats its purpose. The smart set isn't stilted, nor does it think and live entirely according to Hoyle. It is human, like the rest of us, and likes to be addressed as by an elder brother. People who buy servants' livery are in the Formal category. Yet Rogers, Peet & Co. think it sufficient to say to them, "We probably make more livery than all the tailors in New York combined, so we make it a special study and have it absolutely correct; for every man servant." This is human, familiar formality. The advertising of the Aeolian Company is a good model to follow in addressing the discriminating class. Eliminate the vulgarity and bad grammar from the Familiar style and there remains a pretty serviceable kind of Formal advertising, good for the most exclusive and smartest.

How much do you buy that you did not first see advertised?

BREVITY is commendable; but don't bring your story to a finish when it is only half told. Get right to the point and then be wise enough to stop.

STRENGTHEN the argument in every way possible—make it invulnerable if you can. The merely attractive advertisement is not very potent. Never sacrifice truth in order to gain apparent strength, for a lying advertisement will prove the weakest of all, in the end.

A GRAY-HAIRED advertiser for a large retail store was heard to remark recently that the head of the firm had not praised his work a single time during the twenty odd years that he had been writing the store's advertisements. Rather discouraging, for the best work. Deserved praise should not be meted out grudgingly.

NOWADAYS business is made to grow by using plenty of good advertising to cultivate new trade.

THE Grand Rapids *Furniture Record*, five years old June 15, sends out a souvenir of its wooden anniversary in the shape of a booklet bound in wooden boards. Each surface of this unique cover is veneered with a wood used extensively in furniture making.

A NEW publication known as the *Hudson Valley Guide and Magazine*, published in Poughkeepsie, N. Y., will give monthly time tables of railroads and steamboat lines in the Hudson River valley, with all kinds of information likely to develop the interests of Eastern New York State.

CURRENT phrases soon pass into advertising language. Chicago recently opened a "Cafe Banzai," while on the Bowery, amid conflicting signs heralding "Great Sacrifices of Values" and "Unprecedented Slaughter Sales," appears the simple announcement, "We Jui-Jitsu Prices."

CHICAGO's street corners are disfigured by large waste-paper boxes, each of which has eight advertising spaces. One of these spaces is used regularly by a local theater, while the remaining seven are evenly divided between advertisements of the Chicago *Daily News* and Chicago *Record-Herald*.

A FINE booklet from the general offices of the Grand Trunk Railway, Montreal, commemorates the trip of the International Railway Congress delegates over that company's line from Chicago to Montreal, giving population, altitude and local history of all stations on the route, with much other information. Beautiful three-color views are inserted in the pages, and the whole is bound in an embossed emblematic cover of true artistic value. Mechanical details by the Matthews-Northrup Works, Buffalo.



PROVIDING the goods are right, the copy effective, and the mediums wisely chosen, the result ought to be a foregone conclusion.

THE May 23d issue of the Atlanta, Ga., *Constitution* contains sixteen full page advertisements of the Chamberlain-Johnson-DuBose Company of that city.

MR. EDWIN WARREN GUYOL, for the past year advertising manager for the Drevet Mfg. Co., has resigned to become assistant general manager of *Men and Women* of Cincinnati.

THE Little Schoolmaster wants to purchase one or two copies of the original edition of *Fowler's Publicity*, by Nathaniel C. Fowler, Jr. State price for books in good condition.

It is experience dearly bought if several years and thousands of dollars are expended before you decide upon the best paying mediums for your use. Better profit by the experience of those longer in the way, and use publications with known circulation.

It is a decided reflection upon a newspaper publisher if he fails to secure new copy from a merchant who is still advertising spring goods in late summer. No good reason exists why a publisher should neglect the advertisement columns of his paper.

BECAUSE a merchant in a far-off city has appropriated a successful advertising idea of yours is no reason for wrathful agitation on your part. The imitator is not a competitor of yours, and you ought to feel flattered to see your idea copied. "The Toggery Shop" is the name applied to a prominent men's furnishing store in New York, and "Toggery Shops" have been instituted in cities far and near since the original first appeared on Broadway. But the imitation has done no harm—perhaps it has served to advertise the initial shop.

THE Egg-O-See advertising has been secured by the Mahin Advertising Company, Chicago, and is being handled by W. T. Jefferson of that agency. This is said to be one of the largest accounts among the breakfast food advertisers.

THE *Press*, of Binghamton, N. Y., began its second year with April 1, and had during that month an average daily circulation of 21,923 copies according to the publisher's statement. The *Press* claims the distinction of reaching the homes of more people living in and within a trading radius of Binghamton than any paper published in a city twice its size in New York State.

#### ABOUT ADVERTISING PICTURES.

The 1905 edition of the Shaw-Torrey Guide for Advertisers, issued by the Shaw-Torrey agency, Grand Rapids, Mich., gives an abridged directory of newspapers and periodicals, with short articles on daily newspapers, agricultural journals and other special mediums. One of the best features of the book is an introductory portion devoted to advertising illustrations, dealing with difficulties in producing magazine advertisements, fashion plates, views of machinery, bird's eye views, etc.

DURING the annual convention of the billposters in Montreal, July 11-13, an international poster exhibit will be held in the Montreal Drill Hall. Medals will be given for the most attractive posters, and awards will be made by a committee consisting of two advertising experts, one manufacturer or merchant familiar with poster advertising, one artist, and one government official. The exhibit is intended to raise art standards, and will be divided into posters for foods, proprietary remedies, cigars and tobacco, wines, liquors and beverages, stoves and ranges, newspapers and magazines, theatrical, circus, local trade, etc.



INDIVIDUALITY in advertising is always desirable. A trademark often serves to secure it, or a special font of type, or a striking series of illustrations. Once secured, this individuality will attract constant attention.

Too many advertisements are written to go along with a cut which happens to be on hand, and the result is often a sad failure. If determined to illustrate your advertisement, you will be far more successful if you get a cut which will fit the copy.

CHARLES H. BOYNTON, general superintendent of the Associated Press, has assumed temporary charge of the foreign agencies, with headquarters in London. This step was taken on account of the death of Walter Neef, the former superintendent of foreign agencies.

A BOOK descriptive of "Palisade," the New York suburb now being extensively advertised in dailies, is commendable for sober sense in its presentation of facts, brevity and convenient arrangement, and its beautiful three-color pictures and printing. "Palisade" is in the hands of W. W. & E. E. Slocum, selling agents, Times Building, New York.

COMMERCIAL banks in the New Jersey towns adjacent to New York City have an argument that seems peculiar to their location, yet which may possibly be used in other sections of the country where two States with conflicting taxation laws are adjacent. This argument is clearly set forth in the following newspaper ad of the Commercial Trust Company, Jersey City:

Personal property of foreign corporations doing business in New York is taxable when kept within New York. By the laws of New York both lineal and collateral inheritance taxes are imposed, not only on the estates of residents, but also on the personal estate of non-residents found in New York. No such laws exist in New Jersey. It is therefore evident that it is of great advantage both to individuals and corporations to have Safe Deposit accommodations and Bank Accounts in New Jersey.

DON'T be satisfied to "let well enough alone," but advertise and get more business.

ANY business will grow with steady strides under the influence of good advertising and good management.

THE Webb Publishing Company, publishers of the St. Paul, Minn., *Farmer*, has purchased the Winona, Minn., *Farmer's Wife*, and their purpose is to make it a mail-order and agricultural publication of a high character. With the July issue an average circulation of 40,000 copies for each coming edition is guaranteed, so the new publishers promise. The rate will be fifteen cents per line flat.

#### ST. LOUIS "STAR" SOLD.

The St. Louis *Star*, according to a press dispatch, has been sold to F. J. Carlisle, until recently general manager of the *Chronicle*, that city. Nathan Frank, former owner of the *Star*, retains an interest and will be vice-president of the company under the new arrangement. The new secretary-treasurer is to be F. J. Cabot, who has held a similar office in the Lewis Publishing Co., publishers of the *Woman's Magazine* and *Woman's Farm Journal*. The consideration is said to be \$500,000.

#### THOMAS BALMER RESIGNS.

The resignation of Thomas Balmer as advertising director of the Butterick Publishing Company is announced. Mr. Balmer joins the promotion department of Barron G. Collier, the New York street-car advertising agent, on July 1. Mr. Collier recently completed contracts that make extensive additions to his car advertising service, which was before the largest in the world. From his position as Western advertising manager of the Butterick Trio Mr. Balmer was promoted to advertising director two years ago, when John Adams Thayer became one of the firm publishing *Everybody's Magazine*. His successor with the Butterick publications has not been announced. It is one of the best-paid and most important positions of its kind in New York.

ADVERTISERS demand truthful statements of circulation from publishers. Why should they not give the public a faithful, unexaggerated statement of their goods?

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THE Hon. Lafayette Young, publisher of the Des Moines *Capital*, has been invited by Mr. Taft, Secretary of War, to join his Congressional party in their trip to the Philippines. Mr. Young has accepted the invitation and the party will sail July 8th from San Francisco, on board the Manchuria, the finest steamship on the Pacific Ocean. Some other members of the party are Elihu Root, Speaker Cannon, Alice Roosevelt and about thirty Congressmen. Mr. Young is the only publisher honored with an invitation.

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### RESULTS.

The immigration advertising of the Santa Fé, Rock Island, 'Frisco System, Southern Pacific, Union Pacific and Missouri Pacific are bringing the most tangible returns, according to the *Chicago Journal*. Every train that leaves Chicago for Texas, Oklahoma, and Kansas has homeseekers from the crowded sections of the east and central west. The immigration thus far has greatly exceeded expectations, and the movement is only approaching its height. Officials of the Santa Fé system report that hundreds of settlers are being carried to the southwest weekly. Many eastern farmers are going to Texas. In March and April the 'Frisco road alone sold more than 60,000 acres of land and "located" 500 families. In March there were 2,013 immigrants handled over the 'Frisco, the revenue from tickets amounting to almost \$20,000. In the last twelve months the 'Frisco has carried 14,000 homeseekers to places along its lines. Union Pacific officials report their lands in the extreme western part of Kansas to be most attractive to the New Englander and the crowded farmers of Indiana and Illinois.

### ABOUT THE BIG FIVE.

The Little Schoolmaster does not often praise publishers' copy. There is so surprisingly little excellence in their average copy. A state of affairs to be regretted. No good publication is without ample material that might be used for telling copy. The advertisement of Mr. Dan A. Carroll, which appeared in *PRINTERS' INK* for May 31, on page five, is an advertisement of notable exception. It makes just one point, drives the argument home and stops there. It is one of the best advertisements which the co-operative list of the Big Five has ever inserted in *PRINTERS' INK*.

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### THE LORD & THOMAS COPY IN THEIR OWN BEHALF.

In this issue of *PRINTERS' INK* the pupils of the Little Schoolmaster will observe a four-page advertisement of the Lord & Thomas Agency of Chicago and New York. Messrs. Lord & Thomas style themselves the "largest advertising agency in America," and *PRINTERS' INK* is thoroughly inclined to believe the statement. It does not remember of having read stronger, more convincing and more definite and common-sense copy than the ad above referred to. The prospective and experienced advertiser alike must feel, after reading their advertisement, that Lord & Thomas know what they are talking about, and that they must be mighty good people to trust with one's business. Every student of advertising may well carefully study the Lord & Thomas Agency advertisements, the one mentioned and those to come. The Little Schoolmaster has no agency to boom, but is always pleased to recognize excellent or superior agency performances if they come to notice.

For a first-class advertising agency *PRINTERS' INK* is the most effective and the most economical advertising medium in all America to make known to the advertisers of this and foreign countries what they have to offer in the way of experience, knowledge and actual service. SERVICE is what advertisers are looking for—the best to be had. The creative and "making good" agency has a wider field than ever before, while the other kind has less of it every day.

## THE "FARM JOURNAL," PHILADELPHIA.

Somewhat over a year ago we determined to find out for ourselves whether the usual estimate of five readers to a copy was correct, so far as *Farm Journal* was concerned. A request for information was inserted in the paper, and upwards of a thousand replies were received within a few weeks. Making due allowance for the defects of such a straw vote, we satisfied ourselves that five readers to a copy was rather below than above the fact. We think the average number for the *Farm Journal* is very close to six to a copy, and at this rate we calculate that our paper reaches three millions of people.

How many of these millions are women it is of course impossible to say definitely. At least 80 per cent of the names on our subscription list are those of men, but this, of course, proves nothing. We should judge that more than half of our readers, say sixty per cent, are women.

A study of our advertising columns shows that the percentage of advertising addressed specifically to women is quite small, from ten to fifteen per cent, and this includes all advertisements of stoves, washing machines, sewing machines, dishes, etc. But there are many classes of advertising which appeal equally to both sexes, and in which the women, as a rule, take the greater interest. In this category are advertisements of flower seeds, books and clothing, much of the dairy implement and most of the poultry advertising, together with the thousand and one patented trifles used in a well-regulated household. On the whole, we should say that the advertising which applies to women is nearly, if not quite, half of the total.

As to the "one-medium" problem, we believe it to be largely a question of cash. If the advertiser is able, let him use every good paper in the field, regardless of possible duplication of circulation. We believe that each advertisement is sufficiently supported and strengthened by the others to cover any ordinary loss by duplication. On the other hand, if the advertising appropriation is limited, let the advertiser choose the paper of large circulation, rather than many small ones. The periodical with a half million subscribers will give him better results than ten papers with fifty thousand subscribers, or fifty papers with ten thousand, and the cost of placing and handling the advertising will be considerably less.

We thoroughly believe that the advertiser is entitled to know the value of the space he is buying, and the wise advertiser is justly suspicious of publications that refuse information as to their circulations. The *Farm Journal* has never made "sworn" circulation statements, having certain old-fashioned notions as to swearing, but the principle of a known circulation with detailed facts as to the size of each issue we fully indorse.

The *Farm Journal* is one of

those excellent papers which do furnish detailed circulation statements to Rowell's American Newspaper Directory that do hold water. The 1905 Directory gives the *Farm Journal* an Arabic figure rating for 1904, showing that the average during that year was 593,880 copies per month. The *Farm Journal* is a member of the Roll of Honor.

## DAMNS THE VULGARITY IN THE MIDDLE.

15 VILLA DAVOUST, ASNIERES, FRANCE,  
May 18, 1905.

Dear Mr. Schoolmaster:

I am one of your most attentive pupils. I am not only an attentive but a grateful pupil, having learned much from you. All the same I rise to a point of order.

At the head of your editorial notes of May 10th, you send us back to "A Really Good One" on the front page of May 3d. Is that advertisement such a perfect model? Please read it again.

It is good, undeniably good, but even so is damned beyond redemption to our eyes over here by that one burst of vulgarity in the middle. For that is sheer blatant vulgarity, not fun. And it is all the more offensive because it appears in connexion with *The Woman's Magazine*.

You might do worse than to give us a little homily on "Vulgarity in Advertising." The writer of the advertisement in question might not like it, but the rest of us would learn something.

Very truly yours,  
HALLIDAY SPARLING.

## WOULD IT BE A GOOD IDEA?

AKRON, Ohio, May 24, 1905.

Printers' Ink Publishing Co.:

GENTLEMEN—In regard to what my opinion is on the subject of disassociating the directory from the advertising agency, I imagine there can be but one opinion among publishers who really believe in an honest directory that aims to give the truth without influencing one to become an advertiser in order to get it. The idea is a good one and we trust that you will keep it going.

However, we do think that there is one weak spot in all of your directories. I notice that while the *Beacon Journal* circulation is guaranteed of course, yet you have accorded to the so-called "Akron" Press a circulation of almost 100 greater than that of the *Beacon Journal*. This is a great injustice to the advertising public at large, and it seems to me that it could be prevented by the right kind of supervision or placing proper restrictions on publishers who seek to find an entrance into your excellent Directory.

It is a well-known fact that the so-called "Akron" Press is a Cleveland publication, has not a pound of type in the place, has no staff here except two boys and a man; the whole thing being re-hashed in Cleveland and sent down here to masquerade as an Akron publication. Why would it not be a good idea to deny any paper unless it is actually published and has an office in the place where it purports to do business? It strikes us this would be fair. However, this is your matter and it's up to you.

Very truly yours,  
C. L. KNIGHT.

## MODERN RAILROAD METHODS.

*By William R. Draper, Manager  
Immigration Publicity Bureau.*

During the first half of the present year, five western railroad companies spent \$800,000 cash and 1,350,000 editorial mileage for advertising. These roads enjoyed a splendid passenger traffic, but it is questionable if the companies received \$840,500 worth of business produced by advertising. In fact, it is almost positive they did not.

Ask the advertising agent of any railroad the cost of inquiries and what final results they produce, and he will look at you in blank astonishment. The selling force of a railroad advertisement may be all-powerful, but to know how many tickets are sold as a result of any certain advertisement or set of advertisements is beyond the impossible in a railroad office. Recently the advertising agent of a small southwestern line told me that a half-page display in two St. Louis Sunday newspapers caused a demand for 25 tickets to the point advertised. These tickets just reimbursed the company for the expense of the advertising. Further benefits from these advertisements he was never able to ascertain.

The question: whether railroad advertising really pays is one of great and growing importance. Advertising pays, of course, and the railroads must be represented in the public prints, but do they get their money's worth? The railroads are usually so systematic in everything else they ought to get their advertising down to such a fine point as to move people by their ads, and tell how many were moved.

There are so many ways a railroad company can be benefited or harmed by publicity; so many influential grafters to be satisfied; so many editorial folk to be taken care of; that thousands of dollars are thrown away to "public policy" publicity methods of the railroads. It is not fair to say of a railroad advertising department with \$25,000 to spend

that they only receive \$15,000 worth of good space, because it becomes almost necessary to sacrifice two-fifths to "public policy" methods. Railroad advertising is like political advertising in this respect. Despite these shortcomings the railroads get the business, having other resources at command.

Take for example the manner in which I knew a \$10,000 appropriation to have been handled. A new line between two great cities was opened, and the advertising department was given \$10,000 to popularize the line—a small sum compared to the task. The advertising agent believed in sensational methods. He paid \$1,000 for a huge electric sign and spent \$19,000 in two weeks taking page displays in the dailies of these two cities. A month passed and yet the line was not "popularized." The only persons forcibly attracted were the officials, who fired the young advertising man. A liberal distribution of passes followed to certain "boosters," and now the road is very popular indeed, and the passes are being weeded out as fast and consistently as possible.

Place any advertising man inside a railroad office and he finds new and strange conditions, which often become plausible excuses for unsystematic methods. He finds so many unworthy newspapers which must be pleased, so many advertising grafters who have a pull, that he wonders how he is going to obtain any results at all. In recent years many companies have placed their business in the hands of agencies to avoid personal contact with petty grafters.

Railroad ads have only one selling end—tickets. The advertising man wants to hear from ticket buyers and when he does, the passenger and immigration departments are put on their trail. A great many inquiries are worthless.

Several years ago a western line having published an historical booklet on the Grand Canyon, was astonished to receive so many requests for this booklet

from New York. Inquiry through the passenger department of this road brought out that school teachers had advised their children to obtain the booklet to aid them in their studies of the Rockies. Once the writer—while in the immigration bureau of a well-known southwestern line—was given a valuable inquiry to run to earth.

A man had written in saying he had a Colony of Germans ready to move to Texas and buy 25,000 acres of land. The money was in the bank and all he needed was some literature, and he asked for the address of an immigration agent who would guide his party to the land of promise. I pictured myself moving this party over our road, of aiding them in buying the 25,000 acres, and incidentally in getting a handsome commission for landing the deal. On going out to call on this party some three hundred miles distant, I found him to be a painter whose colony existed only in dreams. A great many Germans lived in that neighborhood, and had money in the bank, but they had no idea of moving toward Texas. The man had simply four-flushed. Nothing gained for him, and nothing lost for me—except a long trip and expense money.

There are a lot of curiosity seekers writing to railroads for their booklets. Farmers are most curious. One railroad distributes 25,000 booklets on Texas every year for the last five years, and yet they have not hauled 3,000 homeseekers into their territory in Texas. Another road has spent 26 cents each on 25,000 fruit books on the Ozark mountains, and I doubt if they get fifty settlers through these booklets in the next five years.

The ticket selling end of a railroad advertisement is difficult to measure. A man may be interested to-day and to-morrow all interest wanes. Six months later he may be ready to go, and the booklet he has ready months ago makes him decide to take that particular road. If a reply to a

railroad advertisement brings a request for rates, these rates are quoted, a form letter upon the advantages of going via this particular line is sent out, and followed in ten days by another. Several railroads follow up inquiries for two months, and then destroy all records.

If an inquiry indicates immediate movement a traveling passenger agent is directed to call upon the party. If the inquiry speaks of land an immigration agent is asked to call and explain the country about which the writer has asked.

All railroads have a follow-up system which exhausts their supply of booklets. If the man is really interested and calls on their nearest ticket agent, buys a ticket and goes, he keeps on getting this literature. The advertising department has no manner of knowing the results obtained. Why? Because the ticket agents are busy men and they are not directly responsible to the advertising department for results, so they never report. A general passenger agent has a passing remembrance, perhaps, that advertising in certain sections has produced some good results, but whether it was money wasted or not he does not know. Most advertising is simply put out and the railroads trust to luck to get results. Some day the railroads, with their vast army of agents everywhere, will get into working a system of keeping absolute track of inquiries because they are valuable.

A man who contemplates a trip to Colorado, may not be able to get away this summer, but if he is written to next summer he may be thinking of going, and the letter from the kind and solicitous advertising agent causes him to make up his mind—and also to use that particular railroad in reaching Colorado. Unlike the mail-order business an inquiry is good for years.

Railroads burn up space in papers far removed from their territory, simply because the editors have requested transportation in exchange for space. I remember

a glaring instance at Roswell, N. M. The Rock Island System was running a quarter page display about Colorado. The only possible way to reach Colorado was via the Santa Fe and the Fort Worth & Denver railway. The Rock Island was in this case boosting the game of a competitor.

Booklets are favored methods of railroad publicity. Some of the booklets published by the Santa Fe are works of art, Mr. Simpson being particularly interested in the scenery of the Rockies and Grand Canyon. Michigan roads advertise the great lakes in extravagant booklets, while the "Katy" spends considerable money on old Mexico. California has been made famous by railroad booklets, as has Yellowstone Park.

Some roads are peculiar about placing advertising. One advertising department refused farm magazines business because his company decided they wanted the towns settled, and the country would take care of itself. Another road spent \$3,000 on entertaining a delegation of foreigners for advertising purposes, and refused \$1,500 for three booklets exploiting a new section. Reason: the passenger officials wanted to attend a banquet, and the advertising agent did not like the immigration agent asking for the \$1,500.

The Chicago, Milwaukee & St. Paul railroad recently exploited sleeping cars with longer and wider berths. As a result their sleepers were crowded every night. Other roads called a meeting and asked the St. Paul to withdraw their advertising along this line as it was taking unfair advantage. The road refused. It is said the other lines began cutting rates—not openly, of course, but through agents—but the St. Paul goes merrily on with its unique and effective advertising.

The advertising of railroad rates must first be approved by passenger associations. Even private companies operating in co-operation with any railroad are not permitted to cut rates openly.

Most railroad advertising is well written and cleverly illus-

trated. Some roads feature a personality, such as the Rock Island passenger department features John Sebastian. Other railroads keep their officials in the background. One or two roads employ press agents, just like theaters and circuses, and public men. Unique ideas are promulgated by these press agents and are carried out by the railroad companies, as a result of which they get plenty of free advertising.

Some years ago a railroad advertised a young woman as assistant engineer. They got plenty of free advertising, but not the right sort, and the press agent lost his job. Other press agents have gotten hundreds of thousands of dollars' worth of free publicity for their companies.

The sublime glories of Pikes Peak, the dazzling romance of the Grand Canyon, the luxury of California and the productivity of Kansas wheat belt, owe their fame to railroad advertising. By building into a country, and judiciously advertising that country, a railroad gets its results both in passenger and freight sales.

Whatever has been done to exploit Yellowstone Park has been accomplished by the railroads. It was they who finally succeeded in advertising the St. Louis fair when the exposition officials had failed, and it is the railroads that make known to the world the hidden agricultural riches of the Northwest.

By the infusion of more system into their follow-up methods, the preservation of lists of travelers, and the use of a second trial at those who reply to their ads will prove better results for railroad advertising. Every man must travel, and every road has some reason why that man must reach his destination by that road, just whenever he wishes to go. So when a Colorado booklet fails, don't drop him, but keep after him—systematic solicitation will finally win him over.

A BOOK of over 100 pages from the *Buffalo News* is devoted entirely to letters from advertisers in that city, many of more than ordinary warmth in their commendations.

## PICTURES IN ADVERTISING.

By William D. McJunkin.

An analysis which I made of the advertising pages in a recent issue of a high-class magazine, yields some results which may prove interesting to business men. This analysis concerning only the illustrations and their bearing on the advertising "copy."

Out of 254 separate and distinct advertisements, 79 had no illustration of any kind. Discounting 49 small advertisements of less than one-quarter page size, such as school announcements, together with ten publishers' announcements, I found that only 20 advertisements of general business had no illustration—about twelve per cent of the whole number.

The pictures in the 175 illustrated advertisements, I roughly classified as follows: 61 portrayed the merchandise offered; 33 showed the merchandise in use or in some relation to its use; 22 bore trademarks, under which heading I include photo of the advertiser, office building, or a simple package or bottle of the article for sale; 53 were of a fanciful character, the connection between the picture and the talk, being sometimes natural, sometimes rather far-fetched; only six were purely fanciful, relying for their effect on decorative beauty. Only two of the 175 illustrations attempted humor. Of the whole number 13 were positively bad, 7 were excellent, and 155 ranged from tolerable to fairly good. This last statement, of course, involves the "personal equation," but I may say that as advertising manager for large concerns, it has been my duty to study very carefully the value of a "picture" in relation to "copy."

I desire to draw attention to some questions which these figures raise. In view of the universal appeal which pictures make—to all classes, all ages, and to people of all degrees of culture—it is not strange that such a small percentage of advertisements should dispense with their aid.

About the first question which the advertising man asks himself when preparing copy for a magazine or newspaper, is: How shall I have it illustrated? I submit however, that there is a question which ought to precede this, to wit: *Will an illustration help?*

The answer is almost sure to be: "Yes—of course—an illustration is bound to arouse attention." I am not so sure of that. When page after page of the bulky advertising section of a big magazine is covered with illustrations, the public may be pardoned for passing over some with slight attention or none. I am not at all sure that, purely for the purpose of arresting attention, it may not be desirable, amid the present universal leaning toward illustrations, to leave them out. After a surfeit of dainties, plain food tastes excellent. Attention to any one object among a crowd of similar objects, as in a picture gallery, depends upon some striking difference, and it may be that an unillustrated advertisement stands a better chance of presenting a marked difference from its neighbors than an illustrated one.

However that may be, it is certain that an illustration should not be used merely for the purpose of arousing attention. It ought to help sell the goods. As advertising is not literature, so advertising pictures are not art. Beautiful, pleasing—of course they ought to be that, if possible—but they subserve the interests of the useful, not of the beautiful merely.

What will the illustration do to help my argument?—that is the question for the advertiser. This is becoming better understood by advertisers, as is proved by the figures I have offered. Only six out of 175 illustrations had no relation to the argument which the "copy" set forth; and in the 53 whose connection with the "copy" was fanciful, an attempt more or less ingenious was made to make the illustration "point the moral" in some way. Two-thirds of the illustrations "stuck to business," showing the goods, or something about the goods in a



way that the advertiser supposed would multiply sales.

Reverting to the classification I made above—illustrations of the goods, illustrations of the goods in use, trademarks, part-fanciful illustrations and wholly-fanciful illustrations—I will ask: Is it possible in regard to each of these, to say what will make the illustration effective, a real advertising help?

One-third of our advertisers contented themselves with showing the goods and "let it go at that." The illustrations are nearly all half-tone reproductions of photographs or retouched photographs, and the "artist" in the case is the engraver. But what a difference between this effect and that! Some of the illustrations are cheap-looking, and can serve only to depreciate the goods; while a few at once create, through the perfect finishing of the plate, a desire for possession of the goods. The difference in cost between the best and the worst is only a dollar or two, yet advertisers who will open their purse without a groan to pay a heavy bill for advertising space, will "scrimp" on the expenditure of an insignificant sum necessary to procure an illustration that will make the space pay. It is too absurd, but this is not a solitary example of the false economy by which many advertisers are guided.

Next as to illustrations of the goods in use, as of a corset on a lovely female form, or of an automobile dashing along a country road and occupied by society's elect. Here the illustrator—the "commercial artist"—works alone or combines with the photo-engraver to produce an attractive effect. The scope is much wider than in the former case, and the results range from wooden, lifeless imitations of life, to pictures full of "verve" and grace. Without any question this kind of illustration, when well executed, is a most potent seller of merchandise, and the advertiser is wise who does not hesitate to pay the price demanded for the best procurable.

The trademark may be a mere reproduction of the advertiser's signature, or of his photograph or office building or factory, or it may be an elaborate effort of the illustrator's art. In any case it aims at distinctiveness rather than beauty; its purpose is to recall the advertiser's goods whenever it is presented, and it unquestionably helps to bestow individuality and make sales. The trademark can be easily used in combination with a fanciful or part-fanciful picture, and its usefulness is in direct ratio with the frequency of its appearance.

Part-fanciful illustrations are the rock on which the craft of many an "artist" splits. They are used where for some good reason the merchandise cannot be reproduced. Here, for instance is an illustration occupying nearly the whole of this magazine's page. It is an advertisement of a railroad company. An old gentleman is reclining comfortably in a parlor car chair, a newspaper over his knee, a cigar in his hand, and a look of such blissful content on his benevolent features that the headline of the copy, "A comfortable trip," strikes you as the only right thing that could be said. There is complete harmony between the illustration and the copy, and the effect is powerful. But you have only to glance at the advertising pages of any magazine to see how inefficient, inept, ludicrous, this sort of illustration may be made. Think how often the poor globe has had a chunk torn out of it in order that somebody's product should be inserted in the gap, thus conclusively proving that "it beats the world," or is "on top," or something equally wonderful—and foolish. The imagination of the artist in such a case is on the wrong side of the line which demarcates the spheres of the lunatic and the poet. Part-fanciful illustrations are difficult and dangerous. Unless they bring out, cleverly, strongly and aptly some prominent feature of the proposition advertised, they do infinite harm. They "arrest attention" but they have a contrary effect to

that produced by the powerful sermon that the poet eulogizes. In this case "those who come to pray, remain to scoff" and not *vice versa*.

Lastly, illustrations that are purely fanciful, are becoming rare—amounting in the issue of the magazine afore-mentioned, to little more than three per cent of the advertisements. They are decorative merely. They aim to produce, through mere attractiveness, that indefinite something which is called prestige. They are survivals of a time when advertising illustrations were thought to be "art," and advertising copy was called "literature." Their proper place is on calendars, posters and such like bids for publicity, which the advertiser distributes "for prestige only."

A word on the "funny" illustration. It is becoming conspicuous on magazine advertising pages by its absence. The (alleged) wit and the (indubitable) buffoon have been frowned out of respectable advertising society, making surreptitious appearances occasionally in the newspapers,

but forced to confine themselves mainly to the bill-boards and the "meaner sort" of mailing cards. The reason is not far to seek. Advertising is business. Business is mostly serious work. And the aim of the illustration must be serious, not freakish.

"THE Appeal of Music" is the title of one of the most attractive of the recent catalogues. It comes from John Wanamaker's and is designed to advertise the pianos sold by that firm. The book was written and designed by Mr. William R. Hotchkiss, the advertising manager. It tells something of the application of the "Wanamaker easy payment plan" to piano selling, and dwells briefly upon the different makes and styles to be found under the Wanamaker roof. At the end of the book is a chapter upon self-playing devices, entitled "The pianos that make musicians of us all."

An exceptionally fine catalogue has recently been produced by the Tribune Printing Company of Minneapolis. It was made for the Minneapolis Brewing Company, and is called "The Land of Golden Grain." The book gives the usual views taken around the brewery, and tells the story of the brewing process, but the unusual feature is found in the excellent illustrations of the city of Minneapolis and vicinity. It ought to be indirectly valuable for municipal advertising purposes.

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## Manufacturers and Wholesale Merchants—

who are in a habit of assisting their retailers in selling goods and who wish to arouse and maintain in the small dealer the proper spirit and the importance of modern advertising—should include the Little Schoolmaster in their annual appropriation for that purpose.

\* \* \*

An attractive cash rate for subscriptions to  
PRINTERS' INK will be made to interested parties.  
Address,

**CHAS. J. ZINGG, Manager,**  
Printers' Ink Publishing Co.,  
10 Spruce Street (up stairs), NEW YORK CITY.

## CANDOR AND THE SUPERLATIVE.

By Joel Benton.

Every story and plea has a spirit, or a tone, that is easily manifest. You know when an Ananias is telling his tale and when a boaster is trying to palm off upon you goods that are made to sell, or that are not up to a fair standard or quality. In fact, the two traits of candor and superlative expression run through the advertising pages just as they do through human speech and utterance of all sorts and descriptions.

It is the common opinion, though, that to praise goods, or services offered, without qualifications, is to capture the conviction of those you address much more than would be possible if you only make moderate claims.

But it is much oftener true that a guarded and moderately worded under-statement begets confidence in what is said, for the loud blare of trumpets is apt to create suspicion.

Very recently a well-known firm announced its fall stock of hats, apropos of the imminent and pending departure of the straw hat. They were soft, and semi-soft, and of the hard Derby pattern, and the advertiser claimed that they were "the largest stock in the city, with possibly one exception." It was a very little matter, to be sure, to add the last four words—that is, it was a very small exploit in itself, but its psychologic effect it would not be easy to compute. The candor displayed in this simple qualification threw its force and struggle to speak the exact truth, and not a particle more than the truth, over the whole announcement.

You feel when you read such advertising that when you go to the store described you will not be cheated. And yet, if a store really is so near to the top of the list in the abundance of a certain line of goods, perhaps no one would discover the inaccuracy if its advertising should say it was at the very top. But, in that case, the exhibition of a clear conscience in the plea would have been lost.

The most of us who trade—particularly those of us who are not in the ranks of femininity—do so hastily. We don't, at any rate, make a day of it, or even half a day, as the women do, in passing from store to store in the delectable exercise known as "shopping." Besides all this, we are not usually experts in the question of style and quality of goods, as women almost always are. To hear the exact truth spoken, therefore—to know we are accosted by candid dealers—is to be strangely drawn to what they say.

The superlative, however, has its uses when it can be thoroughly maintained. It can be used sporadically and in spots, so to speak. It is possible, of course, on rare occasions, to make some remarkable bargain, in buying out a large stock, that will give the power to put low prices and high quality together in a way not to be easily rivaled on that particular occasion. Then the advertisement surrounding the advantages open to the buyer may specify with some enthusiasm and detail the rare opportunity.

But this string must not be harped upon too often, for there is a limit to human belief. The public likes to hear a good story, but it must be one that can be absorbed and that does not shatter the fundamental foundations of faith.

In the matter of circuses and shows it seems as if custom had allowed, with the public's connivance, a good deal of latitude of statement. To announce a public exhibition of any sort in a cold, neutral way would almost condemn it. The animals must be excessively something, even if two or three of them are excessively small. We all rather like this hypnotism and glorification, and can make believe even when we don't fully believe it all.

But going to a show, with an excited crowd, is somewhat different from going to a store to buy your hats and shirts. Here we require the exact, not too highly adorned truth—a candid description instead of sonorous superlatives.

## NOTES.

THE whole story of the Farragut House, at Rye Beach, N. H., is effectively told in a booklet containing pictures of that resort, with just enough text to carry the illustrations.

THE latest "Notes on Service" pamphlet of the Electric Company, Baltimore, shows types of electric fans and gives a list of dealers in that city who sell them, the company selling only current.

"WHY a Steinway?" is an unusual piano booklet from Lyon & Healy, Chicago, giving in place of the customary extended piano arguments simply a few thumbnail pictures of exquisite piano models and some brief comments upon the Steinway as the leader among pianos.

A NOVELTY in investment literature is a booklet from the Conservative Rubber Production Company, San Francisco, giving the report of a stockholder in the company who made a visit of inspection to its plantation in Mexico, being elected for that duty by other stockholders.

THE *Courier*, of Lisbon, N. H., publishes a notably good directory of that village, giving the names of inhabitants, professional and business men, a partnership directory, street and road directory, records of town and village officials, lists of schools, incorporated companies, etc. The printing is excellent, and the whole expresses a modern spirit.

THE catalogue of the National Motor Vehicle Co., Indianapolis, gives in brief space a description of National cars that is attractive, clear and not likely to look too formidable to the man who has several motor catalogues to study. The general features of the cars have been condensed, and emphasis has been put with considerable cleverness upon the details in which the National is unique.

## Advertisements.

All advertisements in "Printers' Ink" cost twenty cents a line for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if paid for in advance of publication and ten per cent on yearly contract paid wholly in advance of first publication. Display type and cuts may be used without extra charge, but if a specified position is asked for an advertisement, and granted, double price will be demanded.

## WANTS.

**ADWRITER WANTED**—Must be experienced and versatile. Address, stating full experience, "E.," care of Printers' Ink.

**WANTED**—Information of one E. S. MONTAGUE, a special edition promoter. Address "W. D. E.," Printers' Ink.

**WANTED**—Salesmen to handle our line of Advertising Novelties and Badges. Comm. ST. LOUIS BUTTON CO., St. Louis, Mo.

**SITUATION WANTED**—Position of Advertising Mgr. or Writer; 11 years' newspaper experience; now a Powell student. "W.," care F. I.

THE circulation of the New York *World*, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

**POSITIONS** open for competent newspaper workers in all departments. Write for booklet, FERNALD'S NEWSPAPER MEN'S EXCHANGE, 308 Main St., Springfield, Mass.

**AN EXPERIENCED** and energetic Advertising Writer and Manager (age 35), now engaged, wants connection with good house, anywhere. Address "H. H.," Printers' Ink.

**CONCERNING TYPE**—A Cyclopaedia of Every-day Information for the Non-Printer Advertising Man; get "typewise"; 64 pp., 50c. postpaid; ag'ts wanted. A. S. CARNELL, 150 Nassau St., N. Y.

**WANTED**—Adwriter to locate in city of 200,000; splendid opening for good all-around Adwriter. Must be experienced and able to make good from the start. Address "OPPORTUNITY," care of Printers' Ink.

**EVERY ADVERTISER** and mail-order dealer should read *THE WESTERN MONTHLY*, an advertiser's magazine. Largest circulation of any advertising journal in America. Sample copy free. *THE WESTERN MONTHLY*, 515 Grand Ave., Kansas City, Mo.

**PUBLISHERS**—We want advertising space for Blair's Fountain Pens and Fluid Pencils that will pay 5% profit on the business that it brings. Send copies and rates to BLAIR FOUNTAIN PEN CO., 163 Broadway, New York.

**NEWSPAPER MAN**, 8 years' experience in all branches of business, seeks permanent location on good daily, as Business or Advertising Manager, in city of 10,000 or over. Highest references. Correspondence invited. Box 347, Joplin, Mo.

**WANTED**—An experienced advertising solicitor to represent a weekly textile publication. Must be able to show a record. Address, giving full particulars of age and experience, with references, P. O. DRAWER 235, Charlotte, N. C.

**ADVERTISING MANAGER**. Experienced, would consider favorable proposition for all or half of his time; now and for the past three years with one of the largest firms and advertisers in the country; personal reasons prevent employers will recommend. Address "S 378," Printers' Ink.

**EXECUTIVE, CLERICAL, TECHNICAL AND SALESMAN POSITIONS**—We want men immediately to fill hundreds of Executive, Clerical, Technical and Salesman positions, paying from \$1,000 to \$5,000 a year. If you are a high-grade man write for booklet and state the kind of position you desire. Offices in 15 cities. HAFKODDS (Inc.), Brain Brokers, Suite 511, 309 Broadway, New York.

**YOUNG MEN AND WOMEN** of ability who seek positions as adwriters and ad managers should use the classified columns of *PRINTERS' INK*, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 50 cents per line, six words to the line. *PRINTERS' INK* is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

**WANTED**—Clerks and others with common school educations only, who wish to qualify for ready positions at \$20 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$5,000 place, another \$3,000, and any number can fill \$1,500. The best clothing adwriter in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL Advertising and Business Expert. 1467 Temple Court, New York.

## WANTED BY WEEKLY JOURNAL.

A man of practical experience (not an advertisement writer), who is an expert in the typographical arrangement of advertisements, and knows thoroughly the printing business.

Give references, samples of work and salary expected. Address

"TYPOGRAPH,"

Care Printers' Ink, New York,

**Reliable Ad and Office Man.**

thirty-three, of proven ability, as ad manager, and able to write forceful and effective copy, seeks re-engagement with a house where experience as above and knowledge of the proprietary business, combined with faithful and effective work would be suitably recognized. Taciturn, resourceful, and competent to formulate and carry out plans for the successful development of business. Highest indorsement. Address, "DISCIPLINARIAN," Printers' Ink.

**ADVERTISERS' TEXT BOOKS**

**Printing Technics,**  
**\$1.00.**

**Proof-Reading,**  
**75 cents.**

**Engraving,**  
**75 cents.**

All three with one order, \$2.00. Descriptive Circular free.

WILLARD PRESS, Brooklyn, N. Y.

**COIN CARDS.**

**\$3 PER 1,000.** Less for more any printing. THE COIN WRAPPER CO., Detroit, Mich.

**1,000** for \$3. 10,000, \$30. Any printing. Acme Coin Mailer Co., Ft. Madison, Ia.

**RARE OPPORTUNITY.**

**\$2,000** BUYS the only newspaper in a prosperous village of 3,500 inhabitants, together with a complete jobbing plant. Failing health and a desire to close a partnership the reasons for offering this plant for less than one-half the purchase price. Must be sold before July 15. Address "D," care Printers' Ink.

**ADVERTISING MANAGER SEEKS AN ENGAGEMENT.**

**ADVERTISING MANAGER** seeks an engagement where an intimate acquaintance with the value of space, media, general and direct methods, cataloging and correspondence is required. Experience has been thorough and successful. References convincing. Address "K. A. A.," Printers' Ink.

**MAILING MACHINES.**

**THE DICK MATCHLESS MAILER.** Lightest and quickest. Price \$12. F. J. VALENTINE, Mfr., 178 Vermont St., Buffalo, N. Y.

**TIN BOXES.**

**IF** you have an attractive, handy package you will sell more goods and get better prices for them. Decorated tin boxes have a rich appearance, don't break, are handy, and preserve the contents. You can buy in one-half gross lots and at very low prices, too. We are the folks who make the tin boxes for Cascarets, Huyiers, Vaseline, Sanitol, Dr. Charles Fleisch Food, New-Skin, and, in fact, for most of the "big guns." But we pay just as much attention to the "little fellows." Better send for our new illustrated catalog. It contains lots of valuable information, and is free. **AMERICAN STOFFER COMPANY,** 11 Verona Street, Brooklyn, N. Y. The largest maker of **TIN BOXES** outside the Trust.

**HOUSE-TO-HOUSE DISTRIBUTION.**

**MOLTON'S** National House-to-House Distributing Service enables advertisers to place their printed matter into the homes of the people residing in the rural districts, covering thousands of small towns, villages and hamlets, which are seldom covered thoroughly by any other line of advertising. Service is guaranteed; results are sure to be satisfactory, especially during the warm months. Write now for particulars.

WILL A. MOLTON,  
National Advertising Distributor,  
442 St. Clair Street,  
Cleveland, Ohio.

**CARD INDEX SUPPLIES.**

**THAT'S** all we make. Our prices are right. Sample sets and prices upon request.  
**STANDARD INDEX CARD COMPANY,**  
Rittenhouse Bldg., Phila.

**CEDAR CHESTS.**

**MOTH-PROOF** Cedar Chests—Made of fragrant Southern red cedar and absolutely proof against moths. Prices low. Send for booklet.  
**PIEDMONT FURNITURE CO.,** Statesville, N. C.

**MISCELLANEOUS.**

**OUR AGENTS** do make big profits, as every lady wants Handy Hat Fasteners. Manf. and paid. by us.

**THE FAIR MFG. CO.,** 536 Sixth St., Racine, Wis.  
Our catalog of Ladies' and Children's Specialties free.

**PREMIUMS.**

**RELIABLE** goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually, 35¢ issue now ready: free.  
**S. F. MYERS CO.,** 47w. and 49 Maiden Lane, N. Y.

**POST CARDS.**

**HALF TONES** made from photographs of hotels, local views, business buildings, etc., suitable for printing on post cards. Also print post cards. Prices and samples furnished.  
**STANDARD,** 61 Ann St., N. Y.

**DISTRIBUTING**

**DISTRIBUTING** through the agency of the Bernard Advertising Service in Ala., Ga., Miss., N. C. and S. C. was tested five years ago by a trial order for distribution in 62 Ga. towns by the Pinkham Medicine Co.; now their books are distributed semi-annually throughout the Southeast by the Bernard Agency. You can learn the particulars from **CHAS. BERNARD,** Savannah, Ga.

**ADDRESSING MACHINES.**

**ADDRESSING MACHINES**—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. We do addressing at low rates.  
**WALLACE & CO.,** 29 Murray St., New York.  
**1310 Pontiac Bldg.,** 38 Dearborn St., Chicago, Ill.

**THE STANDARD AUTO ADDRESSER** is a high speed addressing machine, run by motor or foot power. System embodies card index idea. Prints visibly; perforated card used; errors impossible; operation simple. Correspondence solicited.

**B. F. JOLINE & CO.,**  
123 Liberty St., New York.

**MAIL ORDER.**

**MAIL-ORDER ADVERTISERS**—Try house to house advertising; it will pay you big. Our men will deliver your circulars and catalogues direct to the mail-order buyer. You can reach people who never see a paper of any description from one year's end to another. When once reached the rest is easy. We have reliable agents well located throughout the United States and Canada, and are in a position to place advertising matter in the hands of any desired class. **OUR DISTRIBUTORS' DIRECTORY** will be sent free of charge to advertisers who desire to make contracts direct with the distributor. We guarantee good service. Correspondence solicited.  
**NATIONAL ADVERTISING CO.,** 700 Oakland Bank Building, Chicago.

**IMITATION TYPEWRITTEN LETTERS.**

**IMITATION** Typewritten Letters of the highest grade. We furnish ribbon, matching ink, free. Samples free. **SMITH PTG. CO.,** 812 Broadway, Toledo, Ohio.

ADVERTISEMENT CONSTRUCTORS.

FRED W. KENNEDY, 55 River Street, Chicago, writes advertising—your way—his way.

A DVT. WRITING—nothing more. Been at it 14 years.

JED SCARBORO,  
557a Halsey St., Brooklyn, N. Y.

HENRY FERRIS, his [H] mark  
Advertising Writer and Adviser,  
Drexel Building, Philadelphia.  
637 Temple Court, New York.

JUST SUPPOSE  
J every man who sorely NEEDED vastly BETTER ADVERTISING also WANTED IT!! Just try to picture such an utterly impossible situation. If that time ever should arrive (which it won't), the business of tens of thousands of short sighted merchants all over the land would quicken to an extent that would do two things—  
First: It would profoundly astonish them; and

second: It would set many to wondering why they had been so obstinately and unprofitably blind to the real potencies of pertinent publicity. I use samples of my work to inoculate "such needers" with "wanton-ness," and with some success.

Would you like me to try some of them on you?

I make a great variety of advertising "things." No. 38. FRANCIS I. MAULE, 402 Sansom St., Phila.

IS NOT THIS TRUE!

I question if there be any form of advertising more apt to miscarry than what are known as "Follow up" Letters, which so constantly "rile" their recipients and thereby stamp out any possible hope of patronage for their authors.

I myself constantly receive circular letters (often from concerns who should know better), that are so utterly lacking in tact that they fairly fly to my WASTE PAPER BASKET.

After you have sent your correspondent a presumably adequate and instructive catalogue or circular, and do not hear from him, it were wise to approach the subject for the second time with extreme care if a further hearing be desired.

A "bulldozing" letter on the more or less skillfully disguised lines of "You've had my Catalogue; why the hell I don't you send me your order!!!" is not an alluring proposition to spread before the man who knows little about you, and can so easily be made to care vastly less. I try to remember that there is always plenty of room for self-respecting "horse-sense"—between the extremes of "bullying" and begging—in such bids for business.

No. 42. FRANCIS I. MAULE, 402 Sansom St., Phila.

SPECIALIZED PUBLICATIONS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (©©). 253 Broadway, New York.

BOOKS.

PATENTS THAT PROTECT—72 p. book mailed free. R. S. & A. B. LACEY. Patent and Trade-Mark Experts. Washington, D. C. Established 1869.

MODERN ADVERTISING.  
CAKINS & HOLDEN  
describe the theory of general advertising—how this theory is applied to various kinds of business; functions of the advertising manager, the advertising agent, and a digest of the various mediums used, such as newspapers, magazines, billboards, painted signs, street car cards, trade and class journals, as well as circular letters, mailing cards, folders, pamphlets, house organs and follow-up systems. It is the only book of this kind, and the first complete book written upon advertising. Sent, express paid, to any address for \$1.62.

D. APPLETON & CO.,  
3 E. 14th Street, New York.

TRADE JOURNALS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (©©). 253 Broadway, New York.

"REAL ESTATE." Amsterdam, N. Y., circulation 3,000, for real estate dealers and owners; \$1 a year; names of buyers each month.

CLASS PUBLICATIONS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (©©). 253 Broadway, New York.

FOR SALE.

BINDERY and Printing Plant, complete; also stationery and Office Supply Stock; for sale separately or collectively. Excellent railroad facilities. Near Chicago. Write for particulars. "G. K.," care of Printers' Ink.

\$250 BUYS 6-col. Washington, 5x3 Job Press, lot of Type, Cases, Stands, Stock, etc. Good outfit for small weekly, monthly or mail-order work. Send for proofs, samples and description. A bargain. E. HARKEL, Rockport, Ky.

\$6,500 CASH buys one of the best weekly properties in Indian Territory oil fields, clearing owner \$340 per month. Time ripe for daily in the town.

GOMER M. THOMAS, Newspaper Broker,  
Journal Bldg., Kansas City, Mo.

TO NEWSPAPERS AND PUBLISHERS.

TO NEWSPAPERS AND PUBLISHERS—I would like to associate myself with some live printing concern in a wide-awake, progressive town where first-class editorial and local work and thorough knowledge of advertising and the newspaper business in general is needed and would be appreciated. Any locality with bona fide possibilities and congenial surroundings will suit. Address "V. A. F." care P. I.

PRINTING.

PRINTING at reasonable prices. MERIT PRESS, Bethlehem, Pa.

PERIODICAL PUBLICITY.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (©©). 253 Broadway, New York.

PUBLISHING BUSINESS OPPORTUNITIES.

WOULD you do something worth while Publishing in New York City? With business or editorial ability And \$100,000 cash or equivalent. A special magazine worth half a million Can be built in a short time. Without further capital outlay. A dignified field of great possibilities. Solid, old-established publication Available as a foundation. Property already doing steady business And making good profits. I believe this is one of the best openings in specialized journalism There is to-day in the country. Correspondence or conference solicited With parties of financial responsibility.

EMERSON P. HARRIS,  
Broker in Publishing Property,  
253 Broadway, New York.

## HALF-TONES.

## NEWSPAPER HALF-TONES.

2x3, 75c.; 3x4, \$1; 4x5, \$1.60.  
Delivered when cash accompanies the order.  
Send for samples.

KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

**HALF-TONE** or line productions, 10 square inches or smaller, delivered prepaid, 75c.; 6 or more, 50c. each. Cash with order. All newspaper screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. P. O. Box 515, Philadelphia, Pa.

## PAPER.

**BASSETT & SUTPHIN.**  
45 Beekman St., New York City.  
Coated papers a specialty. Diamond B Perfect white for high-grade catalogues.

## ADVERTISING AGENCIES.

**O'GORMAN AGENCY**, 1 Madison Ave., N. Y. Medical Journal advertising exclusively.

**GOLDEN GATE ADVERTISING CO.**, 3400-3402 Sixteenth St., San Francisco, Cal.

**DOREMUS & CO.**, Advertising Agents, 44 Broad St., N. Y. Private wires, Boston, Phila. etc.

**THE H. I. INELAND ADVERTISING AGENCY** handles but one business of a kind.  
925 Chestnut Street, Philadelphia.

**CURTIS-NEWHALL CO.** Established 1895. Los Angeles, California, U. S. A. Newspaper, magazine, trade paper advertising.

**YOUR ADVERTISEMENT** in 43 Magazines for the price of one. Investigate.  
**ACME AD AGENCY**, 448 Seventh Av., Bklyn., N. Y.

**PIONEER ADVERTISING CO.**, Honolulu—Cosmopolitan population makes our six years' experience valuable. Newspapers, billboards, walls, distributing, mailing lists.

**ALBERT FRANK & CO.**, 25 Broad Street, N. Y. General Advertising Agents. Established 1872. Chicago. Boston. Philadelphia. Advertising of all kinds placed in every part of the world.

**BARNHART AND SWASEY**, San Francisco—Largest agency west of Chicago; employ 60 people; save advertisers by advising judiciously newspapers, billboards, walls, cars, distributing.

**ITS** surprising how much can be done in Canada with a few papers well chosen and used to best advantage. We solicit correspondence.  
**THE DESBRIATS ADVERTISING AGENCY**, Ltd., Montreal.

## ADVERTISING MEDIA.

**10 CENTS** per line for advertising in **THE JUNIOR**, Bethlehem, Pa.

**THE SUNDAY TIMES**, Richmond, Me. Want ads. 5 lines, 25c. each insertion. Copy free.

**THE BEE**, Danville, Va. Only evening paper in field. Average circ'n, 2,334. Rates low.

**ADVERTISERS' GUIDE**, Newmarket, N. J. A postal card request will bring sample copy.

**HARDWARE DEALERS' MAGAZINE** Circulation 17,500 (©). 213 Broadway, New York.

**THE EVANGEL.**  
Scranton, Pa.  
Thirteenth year; 20c. a page line.

**ANY** person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

**TWENTY** grocers distribute food products to 10,000 consumers in Troy and Central Miami County, Ohio. **THE RECORD** reaches 70 per cent of them. Only daily one appropriation only necessary. Send for rate card.

**CRABTREE'S CHATTANOOGA PRESS**, Chattanooga, Tenn., 50,000 circulation guaranteed, proven, 200,000 readers. Best medium south for mail-order and general advertising. Rate, 15 cents a line for keyed ads. No proof, no pay.

## ELECTROTYPER.

**WE** make the electrotypes for **PRINTERS' INK**. We do the electrotyping for some of the largest advertisers in the country. Write us for prices. **WEBSTER, CRAWFORD & CALDER** 45 Rose St., New York.

## PRINTERS.

**PRINTERS.** Write **R. CARLETON**, Omaha, Neu., for copyright lodge cut catalogue.

**WE** print catalogues, booklets, circulars, adv. matter—all kinds. Write for prices. **THE BLAIR PTC. CO.**, 514 Main St., Cincinnati, O.

## ADVERTISING.

**ADVERTISING**, original, up-to-date. All lines. Try me once. **O. O. BUCK**, Treynor, Iowa.

**ORIGINAL IDEAS** in Advertising at reasonable rates. Special prices on yearly contract. Specialty: Booklets and Letter Heads.

**G. GRIFFITH CLAPHAM**,  
150 Nassau St., New York, Room 637.

## DESIGNERS AND ILLUSTRATORS.

**DESIGNING**, illustrating, engraving, illuminating, engraving, lithographing, art printing. **THE KINSLEY STUDIO**, 245 B'way, N. Y.

## SUPPLIES.

**W. D. WILSON PRINTING INK CO.**, Limited, 17 Spruce St., New York. Sell more magazine cut inks than any other ink house in the trade. Special prices to cash buyers.

**FREE** sample of Bernard's Cold Water Paste will be sent to any publisher, paper-hanger, photographer, cigar maker or manufacturer who uses paste for any purpose and will test its merits. **BERNARD'S AGENCY**, Tribune Building, Chicago.

## ADVERTISING NOVELTIES.

**AGENTS** wanted to sell ad novelties, 25¢ com. 3 samples, 10c. **J. C. KENYON**, Owego, N. Y.

**WRITE** for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. **THE WHITEHEAD & HOAG CO.**, Newark, N. J. Branches in all large cities.

**Color Barometers.** The latest novelty. Can be mailed in 6¢ envelope, penny postage. \$25 per 1,000, including imprint. Send 10c. for sample. **PINK & SON**, 5th, above Chestnut, Philadelphia.

## IN ENGLAND

Thousands of business men are losing money on out-of-date systems. If you have a good time or labor-saving device—something worth arguing about—and if you are prepared to pay an enterprising Agency man to "concentrate" and push the thing for all it's worth, write

**T. R. ARNOLD**,  
3 Exmouth Mansions, London, W. C.

## FRANKLYN HOBBS

"HIMSELF"



COMPOSES  
ADVERTISING  
LETTERS FOR  
500 LEADING ADVERTISERS

Send him Two Red Stamps for book *Himself and His Seal* and he will send the stamps back on the book.



## ADVERTISING TO OFFSET UNFAVORABLE NEWS-PAPER COMMENT.

There seems to be a growing tendency among big corporations to use the advertising columns of the newspapers as a means of offsetting unfavorable comment made in the news columns. When the high rate charged by the Long Island Railroad was made the subject of a series of articles in the New York papers, the railroad company promptly answered the charges against it in a series of excellent advertisements explaining why a railroad operating in a territory where there is practically no freight, but only passengers to be carried, must of necessity charge a higher rate than a road that makes a large profit on its freight business. Later, when the newspapers characterized as a "grab bill" a certain measure before the State Legislature at Albany, the Interborough Railroad operating the Subway in New York City resorted to the advertising columns of the New York dailies to explain the history of the bill, and the advantages that would accrue to the public by its passage. The Consolidated Gas Company of New York has recently been investigated by a legislative committee, and the newspaper reports of the investigation have tended to prejudice the public against the gas company. The gas company's reply is a three column advertisement, showing that the price of gas in New York City is actually only a little more than half the average price charged for gas in other cities in the State of New York, and that the legislators who came from the State capital to investigate the gas situation in New York City are, as a matter of fact, paying more per thousand feet for the gas that they consume in their Albany residences than New Yorkers pay for the gas that they consume. This advertisement will probably not convince anyone that a dollar a thousand is a fair price to pay for gas that costs the company only thirty cents, but it certainly does leave on the reader

er's mind the impression that things are not as bad as they might be.

In these days of trust-busting the value of advertising is becom-

### To The Public:

To correct erroneous opinions based on repeated misstatements of fact and on misleading generalizations of the testimony recently taken by a joint committee of the Senate and Assembly of this State, appointed to inquire into the manufacture, distribution and cost of gas in the City of New York, the following diagram, presented in evidence, will be of interest to the public, as it shows and compares the price per thousand feet of gas for light in New York and in all other cities, towns and villages of this State:



ing apparent to those who have heretofore conducted their businesses as far removed as possible from the lime light of publicity.

## THE PARCEL POST.

One great economic betterment that thinking people in America are asking for is the Parcel Post.

What is the Parcel Post?

It is an extension of the business of the Postoffice Department so that all business now done by express companies shall be done by the Postoffice Department.

Gradually the Postoffice Department in all civilized countries has grown until it is now the best example we can name of a socialistic betterment. It works for all, and no matter how rich or how influential you are you cannot buy stamps at a discount.

With the express companies, however, it is different—if you know how, you can participate in the perquisites. Express rates are arbitrary, changeable and very often towns that are on the line of the American Express one day, awake the next morning to find themselves sold out to the Wells Fargo. Places we once could send packages to at a single rate now require a double.

There is not a civilized country on earth that divides up its postoffice business with express companies as we do.

No one thinks of asking for free postage, but many of us use express franks—possibly this throws a little light on our opposition to the Parcel Post.

Things sent by registered mail are safer than if sent by express, because the penalty for rifling mail is much more severe than for appropriating express matter. You can monkey with Tom Platt, but you cannot play the same game with your Uncle Samuel.

We now have a postal treaty with Belgium which allows that country to mail packages to the United States at a less rate than we can send packages for at home. Moreover, the limit in weight of the package is twenty pounds, not four. So you see we really have the Parcel Post now, but to avail ourselves of it we have to go over to Belgium to mail our packages.

When John Wanamaker, the man who inaugurated the one-price system, and the greatest merchant of his time, was Postmaster-General of the United States, he was asked his opinion of the Parcel Post. "Splendid," was his reply, "splendid—I wish we might have it here!" "Well, Mr. Wanamaker, why cannot you inaugurate it?" "There are five insurmountable obstacles." "Will you name them, please?" "First, there is the American Express Co.; second, the United States Express Co.; third, the Adams Express Co.; fourth, the Wells Fargo Express Co.; fifth, the Southern Express Co."

Farmers everywhere pray for the Parcel Post. Sixty-nine per cent of our population lives in cities of ten thousand and under. Sixty-nine per cent of our population is urban or suburban. We want the Parcel Post.

Tom Platt plays Mephisto and keeps the stage waiting while he stuffs his weasel skin. Soon Tom Platt will be consigned to Limbus—he blocks the gangway.

Express Companies practically serve

only one-third of the people. The rest of us they prey upon.

The Rural Free Delivery has educated the party that inaugurated it. Every good thing begins as something else, and no one seemed to anticipate the R. F. D. would be an object lesson in applied socialism.

No sooner had the rural carriers commenced their tasks of carrying mail than the people along their routes began asking them to do errands.

Instead of forty farmers going to town to buy forty spools of thread, one man, the mail carrier, with his little wagon, did the business. This useful servant of Uncle Sam besides carrying letters and newspapers, carried telegrams, thread, binder twine, sugar and sacks of flour. In many instances his business increased so that he drove two horses instead of one, and had a wagon that could carry a ton.

All he officially had to do was to get over his route within a certain time and deliver and gather his mail. Beyond this the Department made no restrictions.

But soon the express companies saw what he was doing. Sears, Roebuck & Co. shipped him goods by freight and he parceled them out along his route.

The express companies and the local merchants combined and complaints were lodged with the Postoffice Department.

An order was issued that carriers should not carry packages that were eligible to mail, unless such packages were stamped.

This cut out all packages that weighed four pounds or less—all such had to be stamped. But the carriers still carried bags of flour, dogs, calves, and occasionally led horses. They also carried telegrams, but on each placed a two-cent stamp, making it a letter.

But behold, on July 1st, 1904, an order went out that no carrier should carry anything that was not strictly mail matter.

Then the farmers howled, and they will howl more. They will howl until they get their Parcel Post.

Why shouldn't the carriers serve the people by carrying anything the people need or want? And nobody can tell why excepting Tommy Mephisto Platt and the local merchants.

But many of the local merchants realize that the R. F. D. is a good thing for them. The carrier used to bring them many orders and in various ways served them by delivering goods to their customers. That leaves Tom Platt alone a kicker against the Parcel Post.

What good are the express companies?

None at all. Everything they do and every service they render could be done safer, better and one-half cheaper by the Postoffice Department.

The Republican Party can give us the Parcel Post. It must and will in pure self-defense, if for no other reason. Political parties, like department stores, carry goods the people want. We want the Parcel Post and want it badly.—*Philistine for Nov. 1905.*

# COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.  
 READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE,  
 CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

A patient investigator, or those who are proficient in solving the "finding the man puzzles" in the newspapers, will discover the presence of human figures in the illustration of the whiskey adver-



No. 1

tisement, marked No. 1. These figures would not catch the eye of the casual observer, and the artist, for some reason, thought it best to hide them so far as pos-




No. 2

sible in order that there might be plenty of room for the funny filigree work in the background. The original idea seems to be embodied in the headline "Washington Officials," and the gentlemen treated so cruelly in the illustra-

tion are presumably the officials to which reference is made. The illustration marked No. 2 gives us the officials and the whiskey, which are, perhaps, of more importance than some artist's idea of how the halls of Congress look or ought to look.

Here is a little advertisement designed to occupy only twenty-one agate lines of space in the *Saturday Evening Post*. This is an example of small space well used. The illustration takes up but little room, but is, at the same time, strong enough to attract attention, and there is still room enough for the copy. This advertisement represents a very

## EXPOSURE SCALE



The Wager saves plates by giving exact exposure necessary under all conditions. No sensitized paper used. Thousands in use. Hundreds of testimonials. Write for booklet or ask your dealer. 50 cents by mail postpaid.

**THE JOHN HOWARD HERRICK CO.**  
 7 Clay Street Baltimore, Md.

good solution of the difficult problem of handling a limited space in a way which will give each important element in an advertisement the room it deserves.

The early announcements of summer tours and vacation trips represent about the best railroad advertising that has yet been done. Many of the railroad advertisements in the May magazines were splendid examples of this branch of publicity. The intelligent use of half-tone reproductions of photographs of scenery makes this kind of advertising peculiarly attractive and tempting to those whose minds are already turned toward the summer vacation. In this mass of good advertising the Illinois Central Railroad half page maga-

zine effort, shown herewith, seems sadly out of place. It seems as if it would be better not to advertise at all than to publish announcements so far behind the times—advertisements which



suffer when compared with competing announcements.

\* \* \*

Here is an advertisement of the Somerset Hotel, which makes a splendid appearance in a half page magazine space. The illustration makes the advertisement an inviting one, although a little more contrast would help it. There is one weak point about the copy which obtains in many hotel announcements. This is the failure to tell where the hotel is



and how to get to it. The only key to the location is the statement that the Somerset is in the exclusive Back Bay section. It is, therefore, fair to assume that the traveler wishing to stop at the Somerset would alight at the Back Bay station, but that is hardly definite enough. The man familiar with the very good downtown hotels would probably go right along and the Somerset would lose a patron whom it might have otherwise secured by its good advertising.

## NOTES.

A FOUR PAGE folder from the B. W. Carlow Co., real estate, Boston, tells something about the integrity that governs all that firm's really transactions, and does it in a way to convince.

THE John C. Winston Co., publishers, Philadelphia, advertise their list of photogravure books in an artistic pamphlet containing sample pages and illustrations from the volumes offered.

A MAILING card to announce the coming of a Campbell's Soups salesman also takes occasion to say something logical and convincing about the goods, to smooth the way. Joseph Campbell Co., Camden, N. J.

THE latest folder issued by the Rock Island System is one entitled "Colorado, Vacation Land," and is directed especially to the Epworth Leaguers, who will hold an international convention in Denver early in July.

THE American Appraisal Company of Milwaukee has collected twenty or thirty valuable commendatory letters from its patrons, reduced them, and bound them up in pamphlet form under the title of "Doubt Destroyers."

THE Pueblo, Colo., *Chieftain* advertises its job department in a very attractive little catalogue, regular envelope size, illustrated with half-tones, showing parts of the mechanical equipment of the *Chieftain* office, and samples of the blank books turned out.

THE Harding Advertising Co., 17-19 Park street, Newark, N. J., makes a specialty of furnishing advertising cuts to business colleges. Some of the little silhouette illustrations shown in their sample sheets are quite effective and are small enough to be used with even a one inch ad.

SOME excellent folders and booklets are used to advertise the Finley Cafe, Cleveland, Ohio. This restaurant is designed with a view to color and distinction, and its advertising is the same—copy that says things in an original way, yet never loses sight of common sense advertising principles.

"SHREDS of Life" is the title of an attractive booklet coming from the Natural Food Company of Niagara Falls, N. Y., manufacturers of Shredded Whole Wheat products. In its pages the process of manufacture of shredded wheat biscuit is described, and illustrated with half-tones. The booklet is written and designed by Mr. Truman A. De Weese, the company's Director of Publicity.

IN an eighty-four page book dedicated to the Dispensers of America, the Liquid Carbonic Co., of Chicago, tells about "Soda Water: How to Make and Serve it with Profit." The volume contains chapters on the Care of a Soda Fountain, The Carbonator and Carbonating, Accessories and Equipment, Money-Making Management, Advertising the Soda Fountain, etc. In the back of the book many useful recipes are given. Price \$1.50.

## READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

Office of

THE SULLIVAN "REVIEW."

Fred. Newell, Proprietor.

DUSHORE, PA., May 11, 1905.

Editor Ready Made Department:

I've got something that no other paper in ail my exchange list has—an advertising harness-maker.

I inclose a copy of his advertisement for your criticism. It is a good advertisement as advertising goes in country towns. The trade is mostly heavy team harness for farm and heavy hauling. Very little light harness.

My object in sending to you is to convince you that there is at least one harness-maker who advertises, and with the hope that perhaps you may be able to suggest improvements.

He says that advertising pays him, and that it has increased his trade. There are two harness-makers in town, and this one has about two-thirds of the trade, although the location of the store may have something to do with that. Very truly yours,

FRED. NEWELL.

I know that, throughout the entire country, many harness-makers advertise in their local papers; but, in spite of that, it is, as a whole, a very poorly advertised line, for the greater part of the comparatively few who advertise at all do it in the same old stereotyped way that was thought to be sufficient in great grandpa's time. Harness-makers or dealers seem to feel that, somehow, their line is not susceptible to advertising—that the methods which make for success in other mercantile lines are not applicable to this one. Each one seems to feel that there will be just about so much business anyhow, and that he will get his share without advertising. And so he may, perhaps—that depends upon what he considers his share. People in other lines have discovered that the man who merely goes through the necessary motions of doing business and is content to wait for "his share" has a steadily lengthening wait for a steadily shortening share. So, while it is advertising, of a sort, to put a gold-trimmed breast-col-

lar harness in the window with a few lap blankets gracefully draped above boxes of axle grease and black soap, and maybe a fly net and a few street blankets suspended from the awning braces, that is advertising only to those who happen to pass that way with nothing else to think about. Newspaper advertising, rightly done, will create business for this as well as for other lines. The fact that so little advertising is done for this line simply makes it easier to do something effective without any great effort.

Change the ad two or three times a week—radically. Not merely different words about the same proposition but a different proposition. Talk in one ad about light harness; in the next one about heavy harness; single harness and double harness in different ads. Or, when you advertise a single harness, make a foot note about double harness of the same class with the range of prices. Don't talk harness in general, but pick out one particular harness and tell what kind of stock it's made of, how it's made and trimmed, say whether it's a light breast-collar harness for light buggy use or a hame-collar harness for the big horse that pulls a heavy two-seater. Say something like this, for instance:

SAW YOU DRIVING BY TO-DAY.

Noticed that your rig looked all right except the harness. Harness looked seedy—unsafe in fact; and it didn't "jibe" with your clean well painted buggy and your well fed horse. You don't have to hitch up with that kind of a harness—not when you can buy a good single harness like the one in our window for \$— made of — stock, with skill and honor in every stitch, handsomely trimmed in — and put together to stay. It won't take you five minutes to run in to-morrow and find out that it's just what we say it is. There's a spare hitching post right in front of the door and we always have time to show the goods, whether it's a harness or a curry comb. And, incidentally, we've got one of the sickest lines of double harness for carriage use that you ever set eyes on, at

prices ranging from \$— to \$—. In fact, whatever you need in the horse goods line you'd better see us before you give up any money.

BOX, LOOP & CO.,  
411 Martingale St., Harnessville.

Go even more into details—it won't do a bit of harm, for you want to make your readers see the harness as you see it. Get a repairing ad in, every week or ten days—point out the danger of letting a harness go too long without repairs and of trusting temporary repairs made with string, wire, etc. Run a stable tools ad occasionally, with brief descriptions and prices; and remember that, whatever you advertise, you've got to indulge in a little sensible enthusiasm about your goods if you want other people to do so. The ad reproduced below is one of a series that, according to Mr. Newell, has paid. That alone entitles it to some consideration. It is not in any sense startling—good advertising seldom is—but it makes a good hard crack at the mail-order harness, which is a thing that the local harness dealer must do in some localities. In fact, where the mail-order harness is getting in on the local trade, the dealer can well afford to buy one of them and hang it in his window with a better one of his own at a lower price, even if he loses a little on a few sales, which probably will not be necessary. Of course, such a move should be explained on a large card in the window and in the newspaper ad as well. Now, getting back to Mr. Bahr's ad, it would have been better to describe one or two sets of harness and then give the range of prices as he has done, leaving all the etceteras in the second paragraph for another ad; and the headline should have included the first three words in the body of the ad, so it would read: "Don't Send Away for Your Harness." The words "Don't Send Away" mean nothing in particular, standing by themselves.

#### DON'T SEND AWAY

For your harness when you can buy them at home and see what you are getting, and we are right here to stand

by them. The prices are reasonable. Light Single Harness from \$12 to \$21. Can get you cheaper ones if you want them; as low as \$4. Heavy Team Harness from \$30 up.

Strap work always on hand. Whips, Sweat Pads, Lap Dusters of the prettiest patterns, Fly Nets, Horse Collars, Celluloid Rings, Gall Cure, in fact every thing kept in a first-class harness shop you will find here.

Repair work neatly and cheaply done.

Agent for the Cambridge Steel Plows. Repairs constantly on hand. Come in and look and be convinced that this is the place to buy.

C. A. BAHR, Dushore, Pa.

*A Good Savings Bank Ad From the Daily Texarkanian, Texarkana, Ark.*

### There's a Dollar at Each End

Of a million and the first one is the hardest and biggest.

That it is the duty of every working man and woman to save a little of their wages every week is as plain as day, and it seems strange that it is necessary to argue about it. Nobody is always going to be young and strong and healthy. Old age and sickness and bad luck are sure to come some day. With these facts staring one in the face why is it that anybody hesitates, when with one dollar a bank account can be opened with

TEXARKANA TRUST CO.  
219 Vine Street,  
Texarkana, Ark.

*A Tailoring Ad From the Indianapolis, Ind., News.*

### Observing Men

recognize the difference between tailoring as it should be and garments "made to order."

We have never boasted about our prices.

We don't now.

We charge all our garments are worth, and they are worth all we ask.

Our hobby is our work; the artistic touches which distinguish tailoring, and at once appeal to observing men.

Suits and Top Coats tailored to taste, \$18 to \$50.

DEUTSCH TAILORING  
COMPANY,  
Incorporated.

41 S. Illinois Street,  
Indianapolis, Ind.

The "Goodrich Two-Family Houses" are very attractively presented in picture and type by an eight-page 6x10 two-color circular from The Astoria Realty Co., of 60 Murray st., New York. The cover bears a good half-tone showing one of the houses, a row of them is shown across the top of the center pages, and on other pages are a map of the property and a map of Astoria with railroad and ferry facilities. The text enlarges upon the ease and desirability of owning a Goodrich two-family house; the accessibility of the section; the manufacturing industries, established and to come, and the parks and other attractions.

The houses are described in detail, prices and size of lots and renting values are given, and then come "Installment Plan Figures" in which the cost of ownership by that plan is figured out with apparent exactness. It is an exceptionally good circular throughout, because it seems to anticipate and answer in an intelligent and informative way practically every question that a possible customer would be likely to ask. It would be perfectly fair for any real estate dealer, far removed from that section, to adopt or adapt this circular to his needs for a similar proposition, and I advise dealers so situated to send for a copy, enclosing about ten cents in stamps. The matter on the inside front cover is here reproduced.

IT'S such an easy matter to own a house, we marvel at the fact that more people do not make the effort!

It's such an easy matter to keep your wife and little ones healthy, to give them the sunshine, the green fields and the fresh air.

It's surprising, so many people will continue to pay rent and doctor's bills, instead of saving these unnecessary outlays and using the money to buy a house.

You think you cannot do it on wages, because you have never looked into the matter. We know you can do it, just as easily as you can and must meet the landlord each month to pay your big rent and for what?—a little rent receipt and the privilege to "exist" in a few dark, stuffy rooms.

You don't have to go to Jersey or Staten Island to enjoy the comforts of living in your own home, to raise your own vegetables, in your own garden, and keep your family healthy.

GO TO ASTORIA

*This Good One From the Pittsburgh Times Would Have Been Better With a Few Prices.*

## Rugs For Porch And Summer Furnishing

Nothing we know of that is brighter, prettier, more altogether appropriate for porches or Summer homes than the Kashmir, Bengal and Karia Rugs—Self Colors and Oriental designs in all sizes up to 9x12 feet—And they're not expensive—that's the best of it.

Something new—We have just put on show a first shipment of the new and very dainty Martha Washington, Dolly Madison, Betsy Ross, Peggy Shippen and Colonial Dames Rugs.

Very favorably thought of in the East for cottage furnishing—suitable for bed rooms or bath rooms in city or country—see the window display—

OLIVER MCCLINTOCK  
COMPANY,  
219 Fifth Ave.,  
Pittsburg, Pa.

*A Talking Machine and Record Ad That is Out of the Well-Beaten Path. From the Chillicothe, O., News-Advertiser.*

## A Famous Singer

Richard Jose is possessed of one of the most wonderful voices of modern times. It is a pure tenor of great sweetness, and much higher in range than that of any living tenor. Mr. Jose is immensely popular all over the country and is one of the highest priced artists in vaudeville. He has just made for the Victor Talking Machine the following old time favorites:

Silver Threads Among the Gold.  
Killarney.  
Too Late.

It is a treat to listen to his voice, and you are cordially invited to call and hear these Records. Victor Talking Machines from \$15 to \$55. Records at \$5, \$10 and \$15 per dozen.

CHANDLER  
PHONOGRAPH CO.  
24 E. Main St.  
Chillicothe, O.



*Kinner Again, in the Danbury, Conn., Evening News.*

## Other Heads May Ache

but yours needn't after the hint we give you here. Kinner's Headache Cure always cures headache. It cures any kind of headache. More than that it relieves sleeplessness, melancholy or dejection. Can't harm you, no matter how long you continue it.

It is worth something to have on hand a remedy that so quickly and safely cures pain. Price 25 cents. Must give satisfaction or money back.

**KINNER & BENJAMIN,**  
Druggists,  
173 Main Street.,  
Danbury, Conn.

*From the Washington, D. C., Star.*

## Paint The Lawn And Porch Benches Now!

A special varnish-paint, in red and green, that dries quickly, with a hard, glossy finish, per can, 25c.

All the best kinds of Paint for indoor or outdoor painting.

**GEO. F. MUTH & CO.,**  
418 7th Street.  
Washington, D. C.

*A "Different" Real Estate Ad. From the Brooklyn Daily Eagle.*

## I'm A Lot

(25 by 100) on asphalt block, handy to office of my spokesman. With the assistance of a nobby three-story brick flat I put up a very good front. On my rear I support a four family frame flat. My tenants should pay \$912 yearly, but I've been generous, and never raised 'em. I desire an introduction to a live purchaser (operator preferred) who can appreciate a good thing and will take me and all I have at \$7,500. He can get further information from my spokesman,

**BRYANT,**  
175 Sumner Ave.,  
Brooklyn, N. Y.

*How Mr. Ruhl Advertises Paris Green.*

## Potato Bugs Must Go.

Nothing better than Paris Green has yet been found for killing potato bugs.

To be effectual it must be pure.

To be safe in handling it should be put in tight packages.

The price should be reasonable.

Ours meet all these requirements.

It is the best money can buy.

It is put up in tight boxes. It is safer than that put up in paper. There is less danger of it being spilled and wasted.

Quite early we made a contract for the season's supply. We are therefore able to name these prices.

¼ lb. box 6c., ½ lb. box 11c., 1 lb. box 20c., 2 lb. box 38c.

Prices of other insecticides:

Slug Shot 5c. lb. Hellebore 20c. lb., 7c. ¼ lb. London Purple, 20c. lb. Whale Oil Soap 12c. lb. Copper Sulphate 12c. lb.

**RUHL'S DRUG STORE,**  
51 S. Prussian St.,  
Manheim, Pa.

*A Personal Appeal That Is Sure To Reach the Person Addressed and Others in His Line as Well. From the Danbury, Conn., Evening News.*

## Blacksmith

**C. J. Rockwell,**  
37 Chestnut St.

We have heard that you cannot get a good blacksmith's coal. You haven't come to us yet. We know what you want. You want a coal containing little sulphur, keeping a steady fire and best for welding and forging. Our coal! Our George's Creek Cumberland Smithing is what you are looking for. It's the kind that costs a little more, but cheaper by fifty per cent, for you to use than soft coal or ordinary smithing coal. Try this coal—once tried, always used.

**UNION COAL CO.,**  
63 White Street,  
Danbury, Conn.

# Copy That Is A Compelling Force.

You know that there are any number of people who can write what may be justly called a good letter; that is to say, the facts or arguments they wish to present are brought out in their proper sequence, and in apparently appropriate language—the letter, as a whole, is grammatical, and there may not be a single thing, from salutation to signature, which seems open to adverse criticism. At the same time the letter has no snap or vim or ginger or originality—it does not take hold, there is no “bite” to it.

Few people can make a letter a Compelling Force, instead of a flat and unconvincing statement. It is the same way with the writing of advertising matter. Any number of people can write what is generally termed good copy, but not one in a thousand can inject the Compelling Force.

Those who realize the tremendous importance of this question of copy should write us for an interesting copy proposition.

**THE GEORGE ETHRIDGE COMPANY,**

**THIRTY-THREE UNION SQUARE,**

**New York City.**

## HOLIDAY GREETINGS.

The ink we got from you some time ago was entirely satisfactory to our pressman and he wants 200 lbs. more.

THE PUBLISHING ASSOCIATION OF FRIENDS,  
Plainfield, Ind.

Our printer is a crank about your catalogue, so kindly ship us 100 lbs. of news.  
"NEWS," Dumas, Ark.

Send us ink such as you have sent twice before.

"JOURNAL," Coffeyville, Kansas.

Send us another half barrel of news.

"SUN," Jackson, Tenn.

These four testimonials came in the one mail on the eve of Decoration Day, and they enabled me to spend a very pleasant holiday. Whenever a customer feels that my inks are not up to the highest standard of quality, I offer no argument but refund his money along with the cost of transportation. Send for my price list and compare it with what you are paying for inks on credit. Address,

**PRINTERS INK JONSON,**

17 Spruce Street,

New York.

## COUNTERFEITING

is one part of our business; we imitate original type-written letters so closely they cannot be told from the original. That is the only kind worth using.

**We furnish mailing lists of any class, anywhere,** do addressing, mailing, and everything in the circular advertising line.

Our 60 page catalogue is valuable for your office. You could not buy the information in it for \$500.00 if you gave a direct order for it. It's free, with samples of letters, envelopes, etc., also our booklet, "Experience Teaches."

We have been in this business 21 years, and occupy 27 rooms on one floor.

**TRADE CIRCULAR ADDRESSING CO.,**

125 S. Clark Street,

Chicago, Ill.

# Talks On Advertising

## They Who blindly follow the Blind.

CARLYLE compared Man-kind to a Flock of Sheep.

"Stretch a rope across a country path, he said, about a foot and a half from the ground.

"Then drive a flock of Sheep over it!

"When the Bell-wether (or leader) has jumped that elevated rope, lower it to the ground, and note what happens."

"Every sheep in the flock that follows will jump a foot and a half in the air over that same rope *though it now lies slack on the earth.*

"They follow the Bell-wether blindly,—*unreasoningly*,—without regard to changed conditions.

"They don't jump for the same reason that the Bell-wether jumped, nor for any other reason, but just because they saw another Sheep jump a given height, at a given spot."

Carlyle's comparison fits the Advertising situation like a blister.

There be flocks of Sheep innumerable, in the Advertising field, Neighbor!

\* \* \*

When Sapolio used the "Spotless Town" jingles, merely to revive mental impressions created by previous logical advertising, the flock of Sheep ran amuck on jingles, regardless of their application to other purposes.

When "Uneeda Biscuit" appeared on the market to fill a colossal *waiting* demand for a five-cent package, it was backed by an appropriation the mere

*volume* of which *must* create a *sensation* (whether it sold goods or not.)

It, in turn, was followed by a brood of idiotic trademarks launched on the Advertising field after it and because of it.

When "Ivory Soap" Publicity appeared on the scene, with its full pages of pretty pictures, and its *Five per cent of Selling Effect*, the Sheep concluded *that* too must be "the best ever" in advertising, so they promptly got in line and leaped the imaginary rope.

Then we had an epidemic of empty catch-phrases, following hard upon "Good Morning! Have you used Pears' Soap?" This, regardless of the fact that Pears' much parodied phrase had a foundation of a hundred years in *accumulated* advertising to tide it over its period of mental aberration.

Where are these false Gods of Advertising to-day?

"Spotless Town" is off the map, and Hand Sapolio is now being advertised on the good old *reason-why* basis that built House Sapolio.

The brood of "Try-abita," "U-want-a," and such other Uneeda chickens, have gone home to roost long before the tolling of Curfew bell.

"Uneeda Biscuit" itself, with the millions of Trust money behind it, can afford to *keep up* the Publicity bluff better than it can afford to *admit* the mistake of starting it.

But there are, every now and then, unwilling admissions of

a Change of Heart, in such of their advertisements as "The Food Value of a Soda Cracker," recently published.

Where, too, is their dear little costly "Zu-zu?"

And where is that meteor of General Publicity "Cremo Cigar" which flashed across the horizon of Advertising with its million-dollar outlay for *Bill-Board display* in Newspaper space?

It, too, has also gone into eclipse.

The American Tobacco Co., which "paid the Piper" for Cremo "Publicity" is *now* using for its United Cigar Stores, through a New York Agency the "Reason-Why" copy it *should* have used from the beginning for "Cremo" Cigars.

\* \* \*

Study the Ivory Soap advertising of the present, and watch it for the future.

You will find in it, month by month, *less* pointless picture, and *more* "reason-why," though its owners will hate to admit the change of attitude their experience has induced.

Pears' Soap no longer says "Good Morning," nor quotes, in place of it, any *other* catch-phrase. Yet, their once famous line is enshrined forever in the minds of old Foggy Advertising Men, who swear by the Pears' *catch-phrase*, but who never buy Pears' Soap as a result of it.

Meantime the Stars in the firmament of General Publicity, partially listed above, have lighted the way to ruin for a few dozen flocks of Sheep who thought they were following reliable "Bell-wethers" when they were only following *Fads*.

And, every *new* Fad, started in a large way by any big Advertiser (who has money enough to burn a big Bluff, and pride enough to sustain that Bluff till he can quietly change his play) *will* be applauded, copied and "advised" by the Advertising Agencies who do not themselves *understand the Compass* and so must follow the lead of others.

But, "Is there," you ask, "any reliable Compass by which an Ad-

vertiser's barque may be safely and surely steered to Success?"

There is, we answer, a Guide as *reliable* to the Advertiser as the Compass to the Mariner.

That Guide is not available for Individual Advertisers who place their own business, nor for any other Advertising Agency but Lord & Thomas.

Our guidance is not based upon mere *Opinion*, nor on Guess-work, nor on Star-gazing.

It is based upon a carefully kept *Record of Results* derived from Actual Tests made with different kinds of copy, in different mediums, and compared year after year on scores of different Advertising Propositions.

No individual Advertiser could, with even the most carefully kept Records, have more than a fractional opportunity to judge, by this infallible means, the *kind* of Copy, and the Mediums, that consistently produce the most results for a given outlay.

Because, each Individual Advertiser has only the experience which *one single account* affords, even if he had made perfect record of Results from it.

The Law of Average demands a greater *range* of experience than *that* in order to safely weigh all the influences that bear upon Success, or failure, in Advertising Copy and Mediums.

\* \* \*

*We* plan, and place, advertising for over 527 clients, and we spend for them over \$3,000,000 per year, in a wide range of mediums.

Of this sum about \$750,000 is spent in *Mail Order Advertising*, for a number of small and medium sized accounts.

Now "Mail Order" is to "General Advertising" what Surgery is to Medicine—an exact science, *not* a speculation.

Every piece of Mail Order copy we issue is keyed separately, and differently in each medium.

By this means the exact *earning-power* of each piece of Copy, may be told by the *number of Inquiries it produces* for a given cost, and the number of direct Sales that result from it.

Not only this, but the relative

*earning-power* of each publication is accurately revealed by the Cost of Inquiries and Sales, through *each* particular medium, in which the *same* copy is run, without regard to mere circulation claims.

The results from any *one* Mail-Order account using a given kind of copy, might not only indicate the effectiveness of *that kind of copy* for *that particular article*.

This would afford no conclusive evidence as to how *that kind of copy* might work with a *different* sort of Mail-Order proposition or in General Advertising.

But, when a *given kind of Copy* produces almost a *uniform kind of Result* for 86 different Mail-Order accounts, and does it *consistently* for a year, it means something *definite* and indisputable.

And, when that *same kind of Copy* is tried out in General Advertising, for goods sold through Retailers, with the *same consistent* sort of Result, (judged by Records of Comparative Sales in different, but equivalent territory), it too proves something definite and conclusive.

No Agency in the World, and no Individual Advertiser, has ever made such exhaustive *Tests on Copy*, and on *Mediums*, as Lord & Thomas have made in the past few years.

No *other Agency* has ever gone to a tithe of the *expense* we have to compile careful *Records* of these continuous Tests, so as to reduce the Writing of Copy, and Choosing of Mediums, to almost an *exact science*.

These Lord & Thomas Records *prove* that a difference of 30 per cent to 80 per cent in Results exists between Copy which even *we* (with a previous experience of over 20 years) once thought *good* ourselves, and very different Copy that we now *know* to be good, *every time*, in every case.

This latter is *not* the kind of Copy that Agencies *prefer* to write, because it *costs* five times as much to produce as catchy "General Publicity" costs. Moreover, it is the quiet, common-sense kind of copy which commands little *glory* for its creators,

and few laurels for the Agency that uses it except the *continuous patronage* of clients.

\* \* \*

There are not *fifty* Advertising men in America who *could* write this kind of copy, even with the guidance our priceless "Record on Results" supply.

There are not *four* Advertising men who could write it so as to produce the Lord & Thomas result *every time* without the guidance of these particular Records.

Of the fifty men in America *able* enough to write *our* kind of "Salesmanship-on-Paper" under *our* direction, based upon these reliable Lord & Thomas Records, we have *fourteen* now on our Copy-Staff.

To these fourteen Copy Writers, capable of interpreting *our* experience into Lord & Thomas "Salesmanship-on-Paper," we pay an annual salary of \$72,000 per year.

That is over *three* times as much as any *other* Advertising Agency pays for Copy-Staff, and *five* times as much as the average paid by any *one* of the five largest competing Agencies.

Not *one* of these competitors possesses the priceless advantage of our "Record on Results" which make the services of each Copy Writer worth *three times* what the same services would be worth *without* them—and which eliminates the lottery element from Advertising.

\* \* \*

We are telling *you* this, Mr. Advertiser, in clear-cut, definite terms, because you wanted to know if there was "any reliable Compass by which an Advertiser's barque might be steered safely and surely to success."

Our "Record of Results" is the Compass, and our Pilots are properly trained to use it.

Without *such* a Compass, *all* Advertising Copy, and Selection of Mediums, must be mere Gambling—sailing by the Starlight of baseless Opinion, Guesswork, and Experiment.

Why then *Gamble* in "General Publicity" in "Keeping-the-Name-

before-the-People" and "Keeping-everlastingly-at-it," whether your Advertising pays you or not, when the clear Sunlight of our "Records on Results" is at your disposal for your sure guidance?

Please note that the Lord & Thomas definition of "General Publicity" is "Keeping-the-name-before-the-people." When we speak of "General Advertising," we mean copy which sells goods through the Retailer. This latter class of advertising constitutes three-fourths of our business.

And note also that we are NOT "advising" General Advertisers to GO INTO MAIL ORDER BUSINESS.

WE DO, however, strongly insist that all Copy for GENERAL ADVERTISING should possess as much positive SELLING-FORCE and CONVICTION as it would NEED to actually and profitably SELL Goods direct BY MAIL.

When you place your Advertising through us we charge you 15 per cent commission on the cost of the Space you use. But, we supply you the vital Salesmanship-on-Paper (that costs us \$72,000 a year) to fill that space with, and to bring back your money with a sure profit on it.

Sometimes we decline an account if, on going over it, we de-

cide that it cannot be made a success through Advertising.

But, we refuse very few for this reason, because we have found it possible to make large Successes of many previous failures, by applying our "Record of Results"—experience—to them.

Competing Advertising Agencies will tell you that we are "too Cock-sure about Advertising" which they claim is an uncertain game at all times.

We are so "Cock-Sure" on this subject of Advertising because we have that positive knowledge of Result-production which alone makes it possible to be "Cock-Sure."

The non-committal uncertainty of most Advertising Agencies (as to Results) springs from the most natural of causes—viz., a knowledge that they do not know how to insure Advertising success.

Our "Book of Advertising Tests" has been written to supply you a means of finding out whether or not the appropriation you now spend is producing as much Results as it can be made to produce.

The price of this Book is \$5.00 per copy to all but "General Advertisers" and "Mail-Order Advertisers." To either of these two latter classes it is free.

Shall we send you a copy? Write us to-day.

# LORD & THOMAS

ESTABLISHED 1873.

Largest Advertising Agency in America,

CHICAGO.

NEW YORK.